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NEW YEAR'S NUMBER

BOOKSELLER & STATIONER

AND OFFICE EQUIPMENT JOURNAL

The only publication in Canada devoted to the Book, Stationery and Kindred Trades, and for thirty-six years the recognized authority for those interests.

VOL. XXXVII. PUBLICATION OFFICE: TORONTO, JANUARY, 1921 No. 1

Increase Your Profits In 1921

by featuring

Brunswick Records



"INDIVIDUALITY GRAVEN INTO THEM"

Played with Steel or Fibre Needles

"Artistic Companions of the Brunswick Phonograph"

BRUNSWICK Records retail from $1.00 to $2.50. They sell quickly. They sell steadily. There's a good margin of profit for you in every sale. Each month a new list is issued containing all the livest numbers of the day. And here's a point to remember—the House of Brunswick is behind them—that big, sound concern which, for seventy-eight years has been acknowledged as the leader in its field. The House of Brunswick never does things by halves. What they start they carry through. It's as certain as anything human can be, that the Brunswick Record agency will soon develop into one of the most profitable franchises that any merchant can have.

Start the New Year right. Get in early with Brunswick Records. Begin now by dropping us a line asking for lists and prices. We can give you prompt service from any of our three warehouses.

"REFLEXO" and "BRILLIANTONE"

Needles of Quality That Sell Every Day In the Year

Samples and Prices Sent Immediately On Request

THE MUSICAL MERCHANDISE SALES CO.

TORONTO MONTREAL WINNIPEG

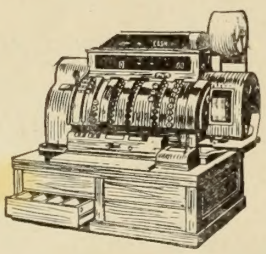
SOLE CANADIAN DISTRIBUTORS:

79 WELLINGTON ST W., TORONTO 719 DRUMMOND BLDG., MONTREAL 143 PORTAGE AVE. E., WINNIPEG



Let him help you

There is a better way to keep the store records you need



In your province there are representatives of The National Cash Register Company of Canada, Limited. They are students of business systems. They have been trained to be of service to merchants—to help merchants solve their problems.

Let one of our representatives show you how you can get the store records you need without working overtime on day books, pass books, ledgers, and memorandums.

He will show you the easiest way to get the records you need every day to control your business.

We make cash registers for every line of business

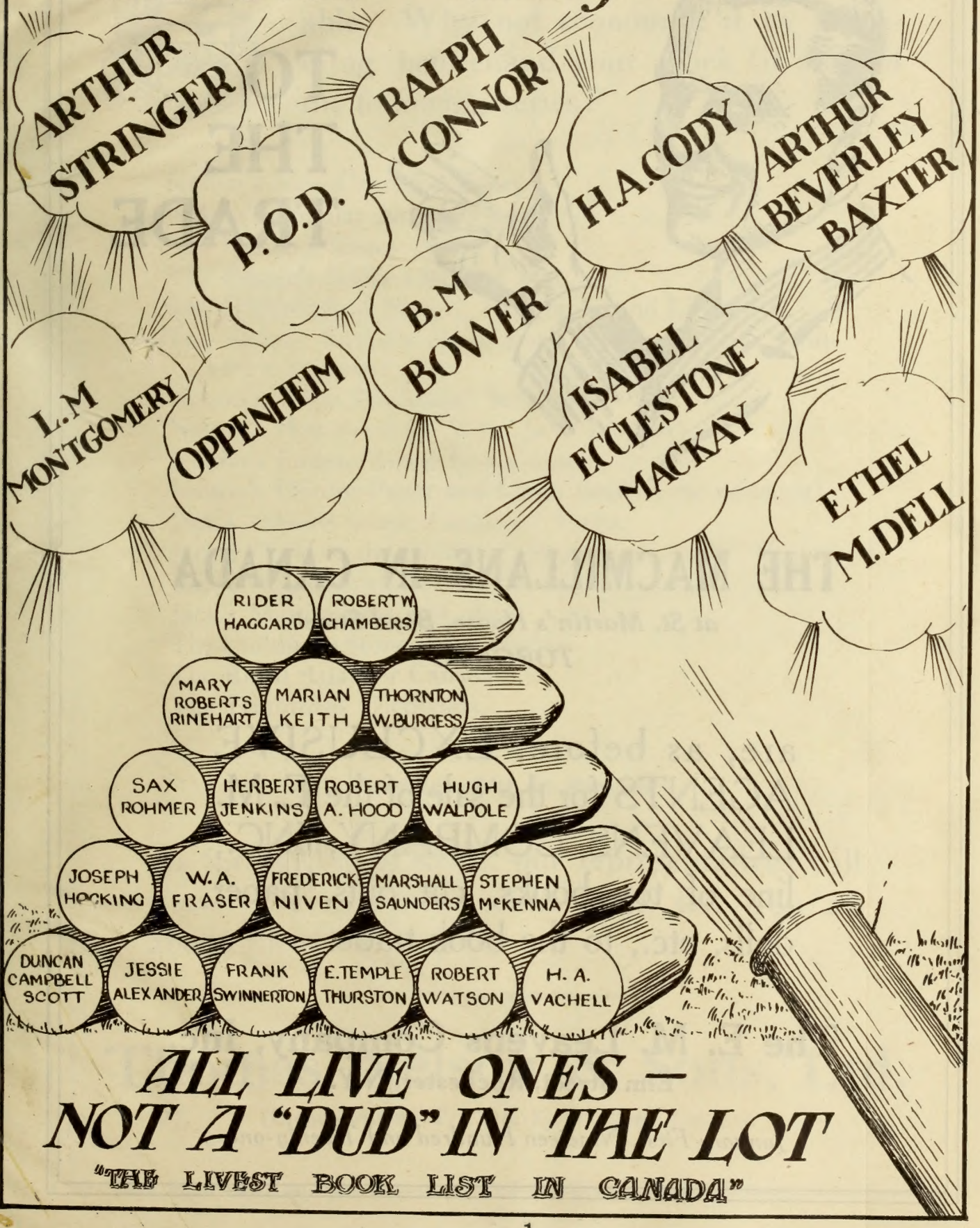
NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

BOOKSELLER AND STATIONER, January, 1921. Volume XXXVII. Published every month. Yearly subscription price, $2.00. Entered as second-class matter, July 1st, 1912, at the Post Office at Buffalo, under the Act of March 3rd, 1879. Entered as second-class matter at the Post Office Department, Ottawa.

McCLELLAND & STEWART'S
1921 BOOK BARRAGE 1921

New Books - Leading Authors



ALL LIVE ONES — NOT A "DUD" IN THE LOT

"THE LIVEST BOOK LIST IN CANADA"



TO THE TRADE

THE MACMILLANS IN CANADA

at St. Martin's House, Bond Street
TORONTO

are, as before, EXCLUSIVE AGENTS for the sale of the E. M. LEAVENS COMPANY, INC., line of toy books, cut outs, paper dolls, etc., to the book trade.

The E. M. Leavens Company, Inc.
Elm Street, Rochester, N.Y.

January First, Nineteen Hundred and Twenty-one.



OUR travellers are now on their way to call on you. Your time is valuable. Why not economize it by examining beforehand your stock (if any) of the following series?

Nelson's New Century Library
Nelson's Popular Novels (50c)
The Nelson Classics (50c)
The People's Books (25c and 35c)
The Highroads of History, Geography and Literature
The Nelson Annuals—Jolly Book, Chummy Book, Children's Treasury.
Nelson's "How It's Made" Series
Nelson's History of the War (John Buchan)
Nelson's Picture Board Books (35c to $3.50)
Nelson's Picture Paper and Linen Books (25c upwards)
Jack's "Shown to the Children" Series
Jack's "Told to the Children" Series
Jack's "Children's Heroes"
Jack's Masterpieces in Colour
The Children's Story of the War
The Royal Atlas for Canada
The Highroads Dictionary

Complete List on Request

As for NEW BOOKS, our representatives will show you advance copies and tell you all about them.

Thomas Nelson & Sons, Ltd.

(Incorporating T. C. & E. C. Jack) Toronto

NEW YEAR'S NEWS

THE OXFORD UNIVERSITY PRESS

HAS TAKEN OVER
THE WORKS OF

RUDYARD KIPLING

FOR CANADA

RETAIL PRICE

CLOTH **$2.00** NET
LEATHER **2.50** NET (English Ed.)

FULL STOCK EARLY IN JANUARY

OUR REPRESENTATIVES WILL SHORTLY SHOW YOU A MOST EXTENSIVE RANGE OF

THE **FAMOUS OXFORD**

BIBLES
POETS
INDIA PAPER SETS
JUVENILES
PICTURE BOOKS

MANY STRIKING NEW NUMBERS

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY, 25 Richmond St. W. Toronto, Canada
OXFORD UNIVERSITY PRESS

AGAIN WE OPEN UP THE SEASON

With a SPECTACULAR LIST

Of DOUBLEDAY-PAGE FICTION

NOTICE THESE AUTHORS THESE PRICES

BOOTH TARKINGTON	ALICE ADAMS	**$1.90** NET
CHRISTOPHER MORLEY	TALES FROM A ROLL TOP DESK	**1.90** NET
WILLIAM PATTERSON WHITE	THE HEART OF THE RANGE	**1.90** NET
SAX ROHMER	BAT WING	**1.90** NET
GILBERT FRANKAU	THE SEED OF ENCHANTMENT	**1.90** NET
HAROLD MacGRATH	THE PAGAN MADONNA	**1.90** NET
WILLIAM McFEE	AN OCEAN TRAMP	**1.90** NET
HARRY LEON WILSON	THE WRONG TWIN Remember Ruggles of Red Gap	**2.00** NET
C. N. & A. M. WILLIAMSON	GREAT PEARL SECRET	**1.90** NET
CHAS. NEVILLE BUCK	THE ROOF TREE	**1.90** NET
LOUIS JOSEPH VANCE	RED MASQUERADE (The Lone Wolf's Daughter)	**1.90** NET

THE ABOVE ARE JUST A FEW OF MANY REAL SELLERS

MAKE INCREASED BOOK SALES PAY THIS YEAR'S STORE RENT

Doubleday Page & Co.
Country Life Press
Garden City - N.Y.

S. B. GUNDY, 25 Richmond St. W. Toronto, Canada

OXFORD UNIVERSITY PRESS

1921 Values

IN the course of two or three weeks our Representatives will be on the road with the lines of the following concerns at 1921 values:

Houghton, Mifflin Company -	Boston
Rand McNally Company -	Chicago
M. A. Donohue & Company -	Chicago
Sinclair-Allen Company, Ltd.,	Toronto

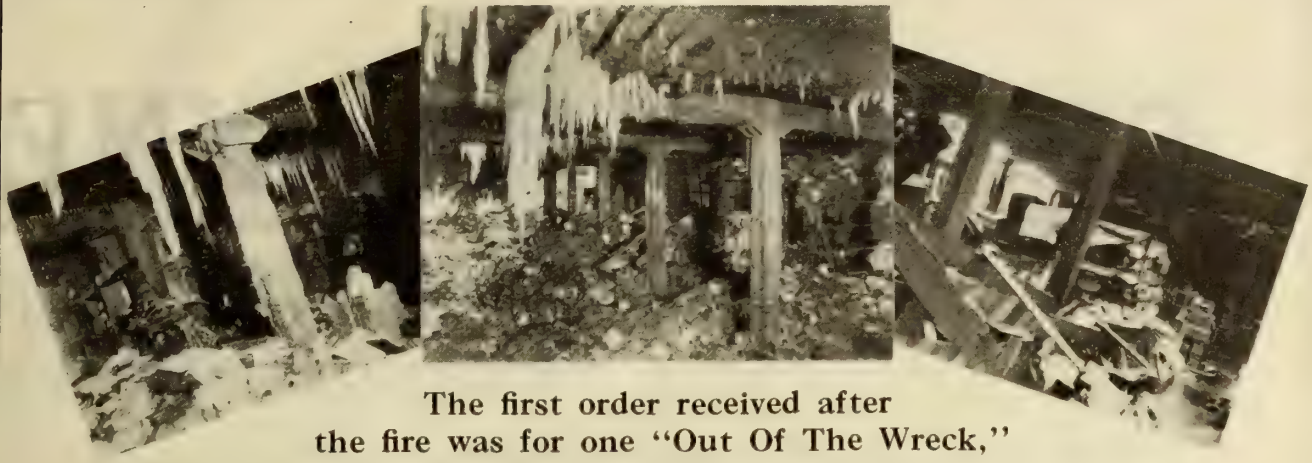
SOME OF THE BIG BOOKS WE WILL PUBLISH

January—MADAME GILBERT'S CANNIBAL - - Bennet Copplestone
February—THE SAND DOCTOR - - - Arnold Mulder
March—SISTER SUE - - - - - - - - - Eleanor H. Porter
April—GUNSIGHT PASS - - - - - - - McLeod Raine
May—FAR TO SEEK - - - - - - - - - Maud Diver
June—JACKIE - - - - - - - - - - - Countess Barcynska

BOOKS OF MERIT

THOMAS ALLEN, Toronto
Publisher

BOOKS OF MERIT



The first order received after the fire was for one "Out Of The Wreck," by Joseph Hocking, in our 2/-Editions.

"Out of the wreck"

ALTHOUGH the entire stocks of The Musson Book Co., Limited and Hodder and Stoughton Limited were completely destroyed in the disastrous fire which occurred in the Shuttleworth Building on Christmas Eve, it has not altered our plans to enter the new year with every confidence that with the important books we have arranged for, 1921 is going to break all our publishing records.

Our records and plates were stored in fireproof vaults and new editions of our own publications and those of the various well-known firms we represent will be ready in record time.

Zane Grey's great new Romance, "The Mysterious Rider," will be published as scheduled on Jan. 5. This will be followed by our entire spring list, of which complete announcement will be mailed to the trade shortly.

Hodder & Stoughton Limited have the honour to announce the publication this spring of the Prince of Wales' Book containing the official pictures of his recent tour, selected by himself. It will be the wonder book of the year and the sale of an enormous number of copies in Canada is assured by the fact that it is going to sell for $2.00 and that all the publisher's profits go to St. Dunstan's.

With such books as these and many more to follow shortly, we are entering 1921 with confidence and optimism, courage and faith, erect shoulders and firm step, assured that from out of the wreck it is possible to build up a greater list than ever.

With best wishes for a prosperous New Year.

THE MUSSON BOOK CO., LIMITED

AND

HODDER & STOUGHTON LIMITED

NEW ADDRESS

263-265-267 ADELAIDE ST. WEST, TORONTO

(In the Heart of the Publishing District)

STRAIGHT LINES

RAPID TURNOVER—

FEATURE GOODS—

HOLIDAY GIFT STATIONERY

OUR OWN MANUFACTURE

Illustrations of Papeteries entirely different to any ever before shown in Canada



Entirely new tops—Our own selections of cover paper embrace a wide range, exquisite and dainty in design, tastefully gotten up box dressings, ribbons, hot embossing and die-stamping harmonizing throughout. Fancy and attractive in color.

TRAVELLERS WILL SHOW

The Copp, Clark Co., Ltd.

TO BIGGER BUSINESS

—MORE PROFIT

MADE IN CANADA

CHRISTMAS AND NEW YEAR

GREETING CARDS OUR OWN MANUFACTURE

Introducing to your notice New and Original Designs at Popular Prices



Steel die engraved inside and out. Attractive wordings. Shapes are novel and unique, embracing pleasing ideas. Fancy colored stock and envelopes to match. Many are ribbon tied.

THESE LINES SHORTLY

∴ ∴ *Toronto, Canada*

Ernest Dudley CHASE
sells out to
RUST CRAFT

ON JANUARY FIRST, ERNEST DUDLEY CHASE, FOR TEN years in business under his own name, joins us as an associate. We are taking over his entire business, and will continue to publish the many remarkable numbers he has so successfully created and marketed. This addition to our line makes our group of greeting cards absolutely complete in every particular, and the assistance Mr. Chase will lend in the way of creative work will make for a better, bigger and busier Rust Craft.

The great addition to our lines necessitates larger quarters, therefore, we will occupy an enormous floor at 1000 Washington Street, Boston, to which address all mail should be sent after January first.

What to expect in the 1921 Rust Craft Line

A most complete and comprehensive Everyday Line combining the RUST and CHASE ideas.

One hundred Gift Cards to retail at five cents each.

A larger and better line of "Gifts that Grow," NARCISSUS BULBS, with new NOVELTY BOWLS superior to anything shown before.

Famous "CHASE" Handkerchief Holders, with many new additions.

A wonderful line of FAMILY CHRISTMAS CARDS to sell for: .10—.15—.25—.50 and 1.00—a year ahead of the market.

New and novel ideas in MONEY, CHECK, BILL and COIN HOLDERS.

A better line of FRENCH CHRISTMAS and NEW YEAR CARDS.

CHRISTMAS BLOTTERS—the most varied line we have ever originated to sell from 20 to 50 cents.

A real "honest-to-goodness" line of NEW YEAR CARDS, not makeshifts, but New Year's designs and verses.

The best selling line of THANKSGIVING CARDS published.

GIFT NOVELTIES in greater variety than ever.

CHRISTMAS CARD NOVELTIES, a card for every occasion.

RUST CRAFT PUBLISHERS
1000 Washington Street, Boston

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

The Overwhelming Supremacy of Pitman's Shorthand

BRITISH CENSUS FIGURES

Examined and Certified by Chartered Accountants

IN SCHOOLS

Out of **48,443** Students, **47,393** learn PITMAN.

PERCENTAGE **97.8**

IN BUSINESS

Out of **13,655** Writers, **13,182** write PITMAN.

PERCENTAGE **96.5**

IN JOURNALISM

There are **2,849** Members of the NATIONAL UNION OF JOURNALISTS.

2,824 use PITMAN.

PERCENTAGE **99.1**

There is no doubt of the superiority of Pitman's Shorthand.

SIR ISAAC PITMAN & SONS, Ltd.

70 Bond Street, TORONTO

Wholesale Agents: The Copp, Clark Co. and the Commercial Textbook Company

This New Book by Mr. Work is a Necessity for Every Auction Player

AUCTION METHODS UP-TO-DATE

By MILTON C. WORK

Author of Auction of Today, Auction Developments, Auction Declarations, with

ALL THE NEW LAWS

This New Book Also Contains Much Advice Which Will Benefit All Classes of Players, Including

A Resume of the Latest Expert Methods of Bidding and Play

and

The Famous Tournament Hands

Selected by Mr. Work and played in Tournaments personally conducted by him in the leading cities of the country

MR. WORK is the originator of the present count which revolutionized and popularized the game. As an expert, he has visited practically every city in the country in which the game has produced skillful players. He has met the experts in all these cities and is qualified to describe their methods of play and give the reasons for and against each theory.

Contains the New Laws

Adopted by the Whist Club of New York—The code which will be universally followed

The Tournament Hands

This series of hands is justly regarded as the best and most conclusive test of skill yet devised, in that it entirely eliminates the element of luck and rewards only sound bidding and brilliant play.

HANDSOMELY PRINTED AND BOUND

The book is printed in two colors where necessary to show card suits, and richly bound in red cloth, with gold side and back titles. (Size 5¼ x 7½). **Price $2.00**

THE JOHN C. WINSTON CO., LIMITED

129 Spadina Ave. - - TORONTO



A Sales Force Whose Services Are Free

In this advertisement are photographs of part of a capable, hard working selling organization, maintained at our expense to help you sell White & Wyckoff stationery. This sales force we call Dealer Helps.

Shoulder to shoulder with this organization stands White & Wyckoff national advertising to consumers. Through the country's best magazines it is making new customers with each succeeding week.

Of equal sales value is the 1921 calendar. Beautifully illustrated by Lejaren à Hiller and W. D. Teague, we believe it will be the finest calendar of the year. Orders should be mailed immediately to make sure that they are filled.

In addition to these "Star Salesmen" there are movie slides ready for use, a series of newspaper advertisements for insertion over your name and address, window cards and stands, cutouts, easels, display rolls and a host of others.

The service of this entire force will not cost you a penny for they are but part of White & Wyckoff Service to White & Wyckoff Dealers.

Send today for complete list of Dealer Helps.

WHITE & WYCKOFF MFG. CO.
Holyoke, Mass., U.S.A.

Master Makers of Distinctive Social Stationery, Writing Tablets and Composition Books

All orders for dealer helps given prompt and careful attention.

White & Wyckoff's
Distinctive SOCIAL *Stationery*



THE BUZZA COMPANY

Stability

OUT of present conditions, the Greeting Card industry is rising to an even higher plane of public confidence. The allegiance of the public to the industry has grown stronger and Greeting Cards are making thousands of new friends every year.

Through periods of inflation and depression, Greeting Cards have always maintained their high quality ideals.

An industry that caters to the highest instinct in human nature is bound to live forever. The personal greeting is as old as the Stone Age. Greeting Cards are the modern medium, expressing that wonderful human emotion of good-fellowship.

Sentiment, not price, rules the public in the buying of Greeting Cards. That is why most of the greatest retail establishments in America found their Christmas card booth the busiest and most profitable section of all their different departments during the Christmas buying season of 1920.

The Buzza Company
PUBLISHERS
Minneapolis Minnesota

THE STAMP OF DISTINCTION
BUZZA
NEW YORK BOSTON
TORONTO

A New Connection

THIS is a new line being shown for the first time this year by

A. R. MacDougall & Co., Limited

and is a fitting addition to the list of leading manufacturing concerns represented by this house in the Canadian market.

The Buzza Company's Distinctive Line of Greeting Cards

is one of the largest and most conservatively priced in America.

It is a standard line.

A. R. MacDougall & Co., Limited
Manufacturers' Representatives
468 King Street W.
TORONTO CAN.

1920

MacDougall's First M

May Health, Happin

WE take this opportunity of 1920 has proved all that to extend the very best of good a record year for you in all

SUNDRIES DEPARTMENT:

Individual announcements from this department will be made from time to time regarding "Dixon" Lead Pencils, Crayons, Penholders and Erasers; "Vulcot" Waste Baskets, Automatic Pencil Sharpeners; Easthampton Rubber Bands; Erie Art Metal Desk and Waste Baskets; "Superior" Paper Fasteners; Sengbusch Ink-stands; Standard Chalks and Crayons; Setten and Durward's Stationery Sundries; John Mitchell's Steel Pens; Webster's Ink Powders; Aromac Sealing Wax; "Kolok" Carbon Papers and Typewriter Ribbons, and Haviland's Paste.

FANCY GOODS DEPARTMENT:

Fancy Leather Goods from six English factories—Dressing Cases, Jewel Boxes, Writing Cases, Portsea Purses, Letter Cases, and a large variety of Bill Folds made to Canadian patterns.

A big range of English Fancy Goods, including Photo Frames, Steel Frame Mirrors, Metal Ink Stands, Aluminum Goods, Canvas and Leather School Bags. Also a complete line of Dolls, Toys and Games, and a full line of Aberdeen Combs.

Our Salesmen will be Start

A. R. MacDougall & C

Manufacturers'

468 King St. West,

essage for the Year 1921:

ess and Prosperity be Yours!

expressing the sincere hope that you could have hoped for and wishes for 1921. May it prove respects.

STATIONERY DEPARTMENT:

In this department this year we will show the trade throughout Canada an entirely new range of Birn Bros. Christmas Cards. This firm has emerged from the reconstruction period following the war with colors flying and will send 1921 collections to Canada excelling anything ever before shown.

A new line this year which the ARO-MAC travellers will show, is that of the Buzza Company, of Minneapolis. This line is without peer among United States greeting card productions, both as regards the merit of the sentiments and the style of the cards.

Geographia, Ltd., London, England, is another new house this year—Pocket Maps, Toy Books, Post Card Albums, and Water-Color Paints.

This will be our sixteenth year showing Holman Bibles and Albums. These are of the highest quality and are recognized as such by the trade everywhere.

Jewel Fountain Pens and Ink Pencils, made by the Jewel Pen Co., London—a standard English line.

ing Out Early in January.

ompany, Limited

Representatives

Toronto, Ontario

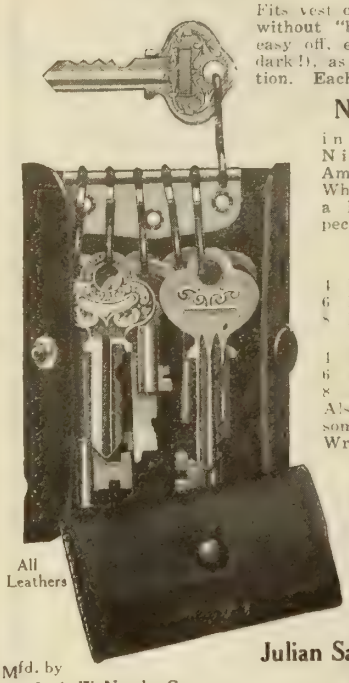
1921

BUXTON

KEY KASE

flat—smooth—neat

SAVES YOUR POCKETS



All Leathers

Fits vest or hip pocket, or handbag without "bulging." Keys easy on, easy off, easy to find (even in the dark!), as each has a definite location. Each hook holds two keys.

Nationally Advertised

in MacLean's, Saturday Night, Literary Digest, American and elsewhere. Wherever there's a pocket or a handbag there's a prospect.

Canadian Retail Prices

Real Pig Skin

4 hooks	$1.00
6 hooks	1.25
8 hooks	1.50

Goat Morocco, Lined

4 hooks	$1.25
6 hooks	1.50
8 hooks	2.00

Also others at $3.25 and some as low as 40 cents. Write for discount.

Address

Rowland & Campbell, Ltd.

W. Canada Agents
Dept. K, WINNIPEG

Julian Sale Leather Goods Co.
E. Canada Agents
Dept. K, TORONTO

Mfd. by
L. A. W. Novelty Co
Springfield, Mass.

Story Books
Toy Books
Painting Books

THE G&P SERIES

See the new Dainty WEE SERIES and MONDAY'S CHILD SERIES

SEND FOR LATEST LIST

Canadian Representative
W. C. B. WADE
Carlaw Building
28-30 Wellington St. W.
Toronto

GALE & POLDEN Limited
2 Amen Corner, London, E.C.
Aldershot Portsmouth

For ARTISTIC EFFECT
USE

The ALBION SILKY CORDS

for Tying

:: BOOKLETS ::
GREETING CARDS
:: CALENDARS ::

The Progressive Stationer uses the Albion Cords every day for innumerable purposes.

PLAIN CALENDAR CORDS, BOOK SEWING THREADS, etc.

Ask for Samples from the Manufacturers.

The Albion Sewing Cotton Co. Ltd.
Fawley Mills, Tottenham Hale
LONDON, ENGLAND

To Postcard Publishers

LILYWHITE LTD.

HALIFAX, ENGLAND

Request applications for samples of

Plain or Tinted, Embossed Real Photo Birthday and Message Cards, Photo View Printing, Commercial Photo Printing, Collotype View Card and Album Work or any class of postcard printing.

SAMPLES AND QUOTATIONS WITH PLEASURE.

THE "SWAN" FOUNTPEN

STOCKING a popular pen like the "SWAN" Fountpen opens the avenue to bigger profits in your pen department. Its many attractive features will please your customers; the profits it offers will please you.

Write for further information



Mabie Todd & Co.

473 COLLEGE STREET
TORONTO

17 MAIDEN LANE
NEW YORK

A WINDOW DISPLAY THAT ATTRACTED

Sensational Attention

A TORONTO Dealer who made a complete window display of the Davis Quality Cards, attracted people to his store, through this display, from all quarters of Toronto. Passers-by were heard to make many enthusiastic comments on this wonderful exhibition of cards.

The originality of sentiments, beauty in design, harmony in coloring and quality of stock of the Davis Quality Line made possible this wonderful display that attracted such wide attention.

The Davis Quality Cards are sold in Canada by McClelland & Stewart, Ltd., whose travelling representatives will be glad to show to any dealer the complete line of these beautiful cards—the widest range shown by any House.

DO NOT PLACE YOUR CARD ORDER
UNTIL YOU HAVE SEEN THIS LINE
FOR 1921

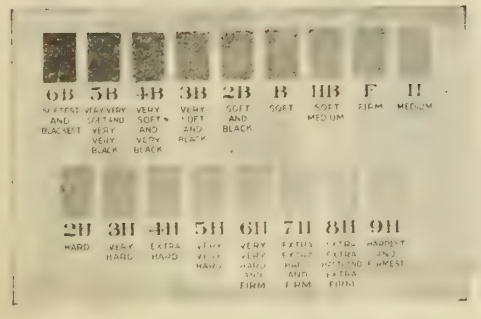
McClelland and Stewart, Limited

215-219 Victoria Street, Toronto

Representatives in Canada for
THE A. M. DAVIS COMPANY QUALITY CARDS

VENUS PENCILS

The largest selling Quality pencil in the world



Made in 17 black degrees—from 6B Softest to 9H Hardest. Guaranteed never to vary. Any degree is precisely the same as a similarly marked one, irrespective of when purchased—one of the many reasons why you can assure your customers unreservedly that VENUS Pencils are the very best pencils they can buy.

Also 3 copying degrees

THOSE who demand the best pencils always insist upon getting VENUS. None other affords such smoothness of lead, ease of writing and drawing, strength and durability. None other enjoys such widespread demand. VENUS Pencils are supreme. And they are profit-producers extraordinary.

No. 3800—(Illustrated) Without rubber. Furnished in any of the 17 degrees.

No. 3820—(Illustrated) With tip and rubber. Furnished from 3B to 9H.

No. 813—Pocket size. With protector and rubber. Furnished in HB only.



No. 3800



No. 3820

VENUS ERASERS

THE same enduring goodness which differentiates VENUS Pencils from all others, places VENUS ERASERS in a class by themselves. Made of finest gray rubber—smooth, close texture, durable. Cleans as well as erases. Will not discolor or damage. Unexcelled for art, commercial or school purposes. Made in 12 sizes: Smallest, 100 to a box; largest, 4 to a box.



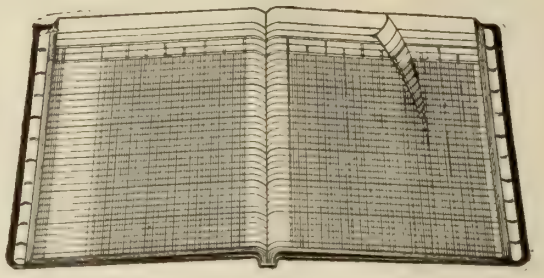
American Lead Pencil Co.

220 Fifth Avenue, New York

and London, England

LUCKETT'S
STERLING
LINE

MADE IN CANADA



Columnar Binders and Sheets

This is the big time of the year for Columnar Books. Are you showing the loose leaf style? If not you are not making the most of your opportunity.

Your customer can buy a *bound* Columnar Book in *any* stationery store. Why not be one of the leaders and show our loose leaf style? Your customers will appreciate it and will come back to you for additional supplies.

Show how easy it is to get any number of columns; how easy to increase the number of columns if more are wanted at any time. Show how more than one book can be put in one loose leaf binder by using Index Tabs properly marked. Carry a supply of our celluloid tabs in 6″ strips with removable paper markers. These are all ready for use, can be cut any length and attached to a sheet quickly by you or your customer.

If you have a stock, make a window display. If you haven't, write us at once. We will advertise this outfit in February issue of *Business Methods,* the Canadian business paper that goes to 4,000 offices in Canada. January issue of the same magazine carries an ad. of our Sectional Post Binders (see *Bookseller* for December). We are doing this to help you sell our goods.

LUCKETT LOOSE LEAF, LIMITED
TORONTO

COUTTS SETS THE PACE!

BIG PROGRAMME FOR 1921

New Quarters
Added Equipment
Extended Lines
Widened Opportunity
AND
More Profit for Retailers
THAT IS SETTING QUITE A PACE, ISN'T IT?

The new home of Coutts Greeting Cards will be

THE PURMAN BUILDING
263-265 Adelaide Street West, TORONTO

Here there will be about 13,000 square feet of floor space. The whole enterprise will be on a correspondingly enlarged scale. The added numbers will appreciably enhance the value of the Greeting Card Department in every Retail Store.

100% INCREASE IS THE OBJECTIVE

No Retailer should fall short of that in his 1921 sales of Greeting Cards.

YOU CAN DO IT IF YOU TIE UP WITH

W. E. Coutts
263-265
Adelaide Street
West

COUTTS
GREETING
CARDS



The Publisher's Page

By F.I.W.

Cutting Costs

What would you give to be able to do all your business on a cash basis? Perhaps you do it that way now, and you know how much better it is than to be in monthly jeopardy for fear you offend Mrs. Thompson when you present her bill with the request polite.

You can give infinitely better service to all if all pay their accounts promptly. The one who suffers most is the one who pays promptly, for he has a right to expect good service.

We feel somewhat the same way. The cost of the white paper in Bookseller and Stationer to-day is far more than the price you pay for your subscription.

In our trade newspapers we urge all our readers to place their business on a cash basis—customers paying cash — merchants taking cash discounts—and renewing the subscriptions to worth-while trade newspapers when they expire.

If you intend to renew let us know. If you cannot pay for a few weeks, write us and we will extend your subscription. But if we don't hear from you, that costs us money and takes away from your service.

The amount we save is in your interest—for every man who renews promptly allows us just that much more to invest in editorial service in *your paper.*

The MacLean Publishing Company, Limited

Trade Newspaper Division

Publishers of the following specialized business papers:

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Men's Wear Review
Bookseller & Stationer
Sanitary Engineer
Druggists' Weekly
Canadian Grocer
Hardware & Metal
The Financial Post

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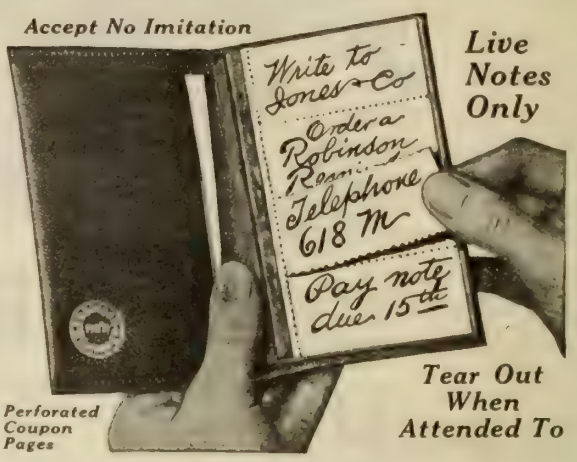
	Size B	Size A
Reminder with extra filler	3x5 in	3½x7 in
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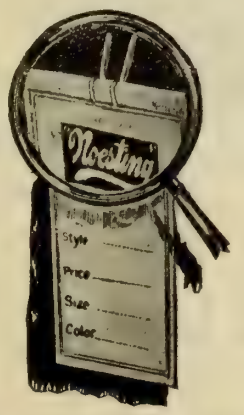

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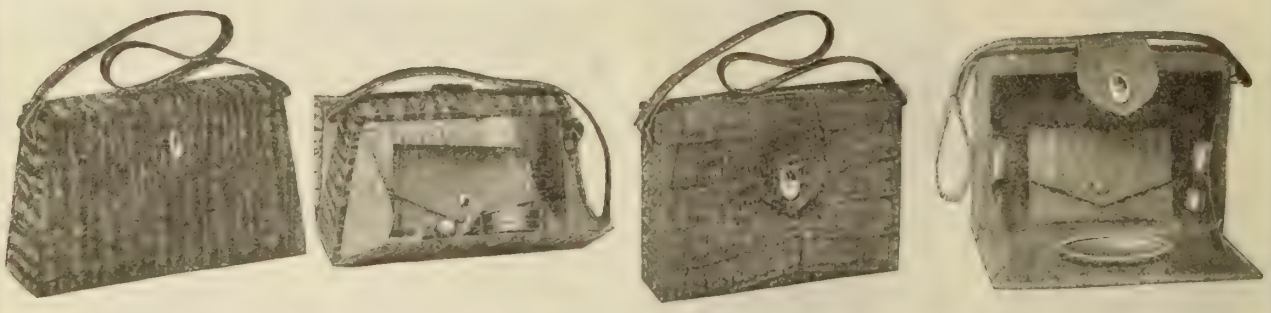
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Do not scratch or prick the user, or in any way damage even the finest of fabrics into which inserted.

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Our Travellers Will Soon Be On the Move



About the end of the month our travellers will start away on their spring trips with a most complete range of samples of the "Julian Sale" make Leather Goods and Novelties. Never have we had bigger and better lines to present to the trade, and the values are amongst the best we have ever offered. "Julian Sale" goods, you must know by experience, will give a quality touch and added attractiveness to any man's stock, and we can well afford to emphasize the fact in sending our representatives on their new season's sorting trips.

Amongst the new lines there are many novel and attractive specials, including the **Vanity Boxes,** in a very varied "style" assortment in leathers, colors and fittings. The **Lucille Bag,** which has been so popular, is bound to be more so, and our line will help make it so. **Silk Moire Bags** may more than ever be counted amongst the "best sellers." The "Julian Sale" range of these unique and novel hand bags present a fine showing. And strap-handle purses and other staple lines are unusually well represented.



Our Sample Rooms

The latch string is always on the outside to the trade, and we invite you to feel free to make the best use of the rooms when you visit the city. Make them your headquarters, and welcome.



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This No. 128 is popular as a fine yet flexible pen that writes smoothly, has a free and easy stroke with a long lasting ink supply.





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Replacement Value Must Guide Retail Selling

No Lowering of Costs in Sight in the Basic Commodities of the Book and Stationery Business—Good Holiday Trade Depleted Retail Stocks—Buying Must Be On Good Scale for Immediate Requirements and for Spring Trade

CONFIDENCE in the outlook for 1921, based upon the record holiday trade just closed, and the fact that there is discernible no probability of any lowering of prices in the commodities forming the basis of the book and stationery business, mark the messages in the symposium which follows, made up of messages from some of the leading members of the wholesale trade. Some brief excerpts of an outstanding nature follow. The reading of these will make every retailer anxious to read every word of each one of these significant messages, and when they have done so they cannot fail to have their confidence strengthened in what 1921 has in store for the book and stationery business of Canada.

Copp, Clark Co.—"Collections are fully one-third better than a year ago and pre-payments too, are greater. Failures have been almost nil. The outlook is exceptionally good."

John McClelland.—"1921 will be what we choose to make it. If we think in terms of even greater success than 1920, it is already achieved!"

S. C. Watson.—"If the two branches of the trade would pull together we might restore the bookshop to its old-time importance in the social and business community. Why should not the public spend as much money with the existing booksellers as they spend on the 'movies'"?

E. W. Walker.—"There is an ever-increasing reading public in Canada, and there is no doubt whatever but that 1921 will prove a good one for the up-to-date bookseller."

Frank Wise.—"As far as I can learn, the booksellers have had the best Christmas book sales in the recollection of the trade. Presuming that stocks were pretty well cleaned up there will necessarily be new stock required for sale during the year and for next Christmas."

J. S. Luckett.—"Stationers should watch their stock carefully, buying only what they need to keep their stock in good shape, but enough to fill orders promptly; in other words, be able to give service in the true sense of the word."

Thomas E. Menzies.—"The stationery and fancy goods trade has greater scope for scientific merchandising than almost any other line of business. Any community can absorb only a certain amount of staple merchandise . . . but there is an unlimited field of endeavor for the dealer who lays himself out to market specialties, novelties, and the numerous attractive items that are useful without being absolutely necessary."

The Paper Market

Based on carefully tabulated information from the largest manufacturers of paper, the paper industry is in a healthy condition at the present time. There has been no overproduction of stock. In the autumn of 1920 the price of rags was 41 per cent. higher than at the same time in 1919. During the same period pulp increased in price 41 per cent. and coal 107 per cent., besides which the enormous increase in the cost of labor and in freight rates must be reckoned with in order to get a broad view of the paper industry, which is the basis of the manufacture of so great a proportion of the merchandise sold by booksellers and stationers.

It was recently announced that the whole 1921 production of Canada's pulp mills had been sold in advance at a cent a pound more than 1920 prices.

The cheap pulp prices of 1913 are probably gone forever. The pulp mills are in competition with building and other industries using wood. High wages caused increased demands for certain luxuries, but paper did not share in this luxury demand. Therefore paper should not be much affected by an economy wave.

While warehouses are full of stocks of silk, wool, tires and automobiles, the paper merchants and manufacturers have depleted stocks of paper. The pulp used in paper making is a vanishing material—it requires about fifty years to grow a spruce tree one foot in diameter.

Retailers should guard against the assumption that all prices rise and fall together. Their safest course is to keep inventories moderate but not so low as to interfere with sales. Obstacles to price reductions are the price conditions of raw materials and labor.

Paper mills have had the greatest production in their history and yet have been unable to keep up with the demand and while their requirements in rags have been increasing, the textile mills which produce the rags have been working on reduced time.

These facts and figures should strengthen the confidence of the merchants in this line of industry in proceeding with their 1921 buying.

Books vs. Movies

December 28th, 1920.

Editor, Bookseller & Stationer.

We have just received your letter of the 24th instant. So far as this office can judge there is not any lack of confidence in the book trade. The booksellers have just concluded one of the most successful seasons of recent years and it really does look as though an appreciable section of the public were beginning to realize that books have more to give for the money than any other form of recreation, culture, or education.

If the two branches of the trade would pull together we might some day restore the book-shop to its old-time importance in the social and business community. Why shouldn't we have as many good bookshops as "movie" picture shows? Or perhaps we had better put it this way —Why should not the public spend with the **existing booksellers** as much as they spend on the "movies"?

Perhaps the idea seems impossible to some of your readers, but we ask again "Why not"?

THOMAS NELSON & SONS, LTD.,
Per S. B. Watson, Canadian Mgr.

No Lower Prices

The booksellers, in common with all other merchants of various lines of merchandise, have been enjoying excellent business for the past four years or more and I think, generally speaking, this year's Christmas business was good, almost as good as in 1919.

The fact that there was a certain amount of unemployment caused a temporary suspension of buying in some lines but as the Christmas season approached the shock of this bogey and that

Menzies Lines for 1921

Christmas Cards, Calendars, Xmas Dressings, Score Pads, Etc., Etc.

Our own Publications are now ready for Jobbing Trade.

Fancy Leather Goods—E. W. Savory's new departure—Italian Desk Novelties and Ornaments.

Toy Balloons (Eagle Rubber Line).

Toy Books, Painting Books, Painting and Sewing Outfits, Educational and Novelty Toys.

Pocket Knives and Cutlery.

Ajax Eyelets, Thumb Tacks and Eyelet Machines.

Glacier Window Decorations.

Seccotine, Glucine, Sealing Wax, Ink.

Erasers—(St. Mungo Mfg. Co., Glasgow, Scot.)

Tissue Napkins and Crepe Tissue.

Pencils (Standard Pencil Co.)

Write for quotations—and reserve your orders for our salesman.

Menzies & Company, Ltd.

439 King St. W., Toronto

Manufacturers' Agents — Publishers of Xmas Cards — Importers

of anticipated falling in prices lost a great deal of its effect and the Christmas spirit took hold of the buying public, the result being good business with the booksellers.

It is a well known fact that when general trade conditions are not good the book business is usually steady. No gift is more suitable than a book and a low priced article such as a book is more often given as a gift when quiet conditions of trade obtain. What amount of merchandise can be bought for so little money?

The merchants who held off buying until late in the hope that prices would be lower were disappointed. No matter what the tendency towards lower prices in other lines of commodities, the tendency in the publishing business is (if any change takes place) toward higher, not lower prices. There will be no appreciable drop in book prices as far as the publisher can tell during 1921.

There is undoubtedly an ever increasing reading public in Canada and while we may not enjoy the abnormal business we have had for the past few years, there is no doubt whatever but that 1921 will prove a good one for the up-to-date bookseller.

THE RYERSON PRESS,
E. W. Walker,
Wholesale Dept.

Collections Good

H. C. Corner, accountant of the Copp, Clark Co., in conversation with the editor said that collections were unusually good, being fully one-third better than a year ago. This indicates that the retail book and stationery business was in an unprecedently healthy condition. The greater number of pre-payments being made was a further strong indication of this favorable state of trade. The year 1920 had seen hardly any failures.

This condition in the collection department gave practical backing up to favorable outlook for 1921 taken by those of the firm's officials at the selling end of the business.

Advantage in Novelties

Toronto, Dec. 30, 1920.

Editor, Bookseller & Stationer.

It gives me great pleasure to respond to your request for a New Year's message to the trade. I believe I am quite justified in predicting a prosperous New Year for the stationery and fancy goods houses throughout Canada. Our trade has suffered less than any other class of business during the period of the slump which set in about October 15th.

There is no valid excuse for any stationer holding off buying at the present time as prices in our lines are holding firm and in some cases are still on the upward trend. On the other hand, supplies are much easier to obtain and new lines are now being offered in greater variety than has been the case for many a long day.

This condition goes a long way towards producing profits by enabling the dealer to make a quick turnover on carefully thought out purchases. In other words, the adequate supply makes it a buyers' market notwithstanding the fact that prices show no signs of slumping.

The stationery and fancy goods trade, has, in my opinion, a greater scope for scientific merchandising than almost any other line of business. Any community can absorb only a certain amount of staple merchandise and it is usually up to the best man in the trade to get the lion's share of this but there is the unlimited field of endeavor for the dealer who lays himself out to market specialties, noveltites and the numerous attractive items that are useful without being absolutely necessary. Herein lies the chance to combine expert buying with up-to-date selling methods and all the material is now right at hand for the first time in six years. Help is plentiful and of a much better class and there are goods in plenty.

1921 is essentially a reconstruction year. We have been going along selling what we could get to an eager buying public, and now we have to tempt our trade with new lines, good window displays and snappy service.

Perhaps you have been putting off moving to a better location and have put up with an undesirable location and cramped quarters on account of the high rents or inflated realty value. Now is the time to jump in and secure a new site if you believe you will profit by the moving.

It is a grand country and a bonnie business. I believe we can all look forward to splendid prospects in the new year.

With best wishes for everyone's (including your own) success, I remain,

Yours very sincerely,
THOS. E. MENZIES.

The Book Trade Situation

Toronto, Jan. 1, 1921

Editor, Bookseller & Stationer:

Congratulations to the trade in concluding such a successful year. The unsettled business conditions which prevailed and the success achieved by the book trade, in spite of these conditions, again demonstrate the soundness of our oft repeated truism that "books are always acceptable gifts."

The trade, of course, at this time are asking themselves what of 1921? Will the prices for books respond to the reductions in other lines of merchandise, such as woollens, etc. It is true that clothing, shoes, and other lines of merchandise have tumbled in price. Why not books? For obvious reasons the trade as well as the book purchasing public cannot anticipate with assurance any possible reduction in the list price of books during 1921. On the contrary, if publishers were to exact their legitimate profit on present and prospective production costs the list price in nearly every instance would have to be increased. Consider for a moment that labor costs have increased during the last five years by approximately 50% while raw materials such as paper, show an increase of 400%. Yet, the list prices have only increased on books approximately thirty-three ond one-third per cent., a fact which demonstrates that the major part of the increase in cost of production has been absorbed by the publishers, in their effort to maintain a list price that would tend to increase rather than reduce the volume of trade. We shall be fortunate indeed if we succeed during 1921 in maintaining list prices at the comparatively low level of 1920.

One factor which differentiates the publishing of books from that of the manufacture of other merchandise is the invisible costs, concerning which the public know very little, that is the one of royalties to authors. We are frequently faced with the query, why should you increase the cost to the trade of a volume by a big selling author, one of the really big sellers? Surely when you publish such big editions your production costs should be materially reduced? The answer is, the bigger the sales possibilities the greater the royalty, the reverse is true as regards the lesser known author; the increased costs being necessary to recompense the publisher for the extra expense incurred incidental to bringing out comparatively small editions.

Booksellers can turn to the new business with the assurance that while prices are not likely to advance this spring, it is equally true that they are not going to recede. Any slight reductions in cost of raw materials will be required by publishers to finance the production of new books and make it possible to reprint volumes which have been allowed to lapse.

1921 will be what we choose to make it. If we think in terms of even greater success than in 1920, then it is already achieved, and there can be no possible doubt of the outcome.

JNO. McCLELLAND.

Outlook Is Good

Editor:—You have asked me for a short statement as to outlook for trade in 1921 from our point of view.

Of course the whole situation is in the lap of the gods, but I really cannot see anything which should greatly alarm the trade. As far as I can learn all retailers had the best Christmas book sales in the recollection of the trade. Since they had bought very carefully and conservatively, the presumption is their stock is pretty well cleaned up, which means that there will necessarily be stock required for sale during the year and for next Christmas, most of the latter of course being contracted for during the Spring trips.

So far, our own financial year shows larger sales than ever before and we

do not anticipate falling down during the balance of the year. I should say there is no great prospect of either publishers or retailers doing quite so well in 1921, as has been the case in 1920, but I cannot really see any reason why the 1921 business should not reach the ordinary year's figures.

Yours truly,
FRANK WISE.

Service the Watchword

Editor, Bookseller and Stationer:

Prospects for 1921 are decidedly good. There has been and still is a general holding off in buying, but our dealers report that their Christmas trade is as good, or better than last year. These two conditions mean that stocks have been very materially reduced.

The many firms who take inventory on January 1st will now be ordering supplies. New ledger outfits and new systems will be installed. New and more vigorous selling campaigns will be started, and the fact that business has been quiet in many lines means more advertising, more letters, more stationery of all kinds.

Orders will doubtless be small and will come more frequently, which means more order blanks, more invoices, more statements, more ledger leaves, more correspondence, and more office supplies of all kinds.

In fact, prospects were never so good, and the opportunities never so great for the live dealer, who is able to get out for the business in an aggressive way, and to give service.

With this in mind, we advise stationers to watch their stock carefully, and to buy only what they need to keep their stock in good shape, but buy enough to be able to fill orders promptly. In other words, be able to give SERVICE in the true sense of the word, and there will be no need for fear for 1921 business.

I may be overly optimistic, but it is after talking to a great many that I have come to the above conclusion, and I feel that they are not far from being right.

LUCKETT LOOSE LEAF, LTD.,
J. S. Luckett, President.

Taking a look ahead, C. C. Casey, general manager of the Work Organizer Specialties Co., of Detroit, contrasts the attitude of some stationers, usually progressive, but scared by present conditions, with the more practically alert action of others in redoubling their selling activities because of these very conditions.

"It seems rather silly," said Mr. Casey, "that a lot of progressive concerns merely lay down when conditions do not seem to be normal, rather than making an effort to change the conditions to fit their needs.

"There is really nothing to be scared about in present conditions. The fact is that conditions have been abnormal in the past and now they are just coming back to normal. We are so unused to having things normal, that it looks abnormal to us."

Continuing this line of thought Mr. Casey considered that just now ought to be an especially good time for the office equipment stores to push time-saving devices. Every stationery store carries a lot of equipment for making the offices more efficient and if it is true that offices are laying off help, and trying to run with less help, to lower expenses temporarily, they are in greater need than ever of time saving devices.

Loose-Leaf Conditions

Dealing with present-day conditions in the loose-leaf market the Wilson Jones Company sized up the situation in these words:

We are in the buyer's market, all right, but none of us can sell goods at less than cost of replacement. In some industries like sugar, clothing, shoes, etc., prices of basic commodities rested for a while not upon costs, but upon what the traffic would bear. In these lines drastic declines have been noted. In the loose-leaf industry, prices have not been based upon what the traffic would bear, but upon the actual cost of manufacture.

From the same source comes some good advice for the coming of the time for annual stock-taking:

Before getting excited over your stock on hand, sit down and do a little figuring. Your inventory today, if priced at 1915 costs, would figure just about one-half the present total. Make allowance for the increase in your business, not in dollars and cents, but in the actual merchandise turnover. Most stationers will find that they have turned over about 50 per cent. more pieces of merchandise in the past year than they did in 1915. If this is true in your case, you are justified in having a stock 50 per cent. larger in dollars and cents than you had in 1915.

Say your inventory at the end of 1915 was $20,000. You add to this, 50 per cent. to arrive at the amount of stock you ought to have to cover the increase. This gives you a total of $30,000. Now say your present stock is $75,000, priced at 1920 costs.

If you divide this by two to find approximate value at 1915 costs, you get $37,500. This indicates that your present stock is just about right.

If you find by applying this rule that you are overstocked, you are justified in putting a check upon buying until your sales gradually absorb the overstock. You are not justified in cutting prices to move this surplus stock. A cut price won't help the present situation at all. It will only cause your competitors to cut and thus lead to a general demoralization of business.

People who are buying today are buying because they actually need the goods, and not because you offer them a bargain. No sane buyer with a supply of loose-leaf goods in his stationery stock room is going to buy additional stock simply to take advantage of a cut price. He argues, if your price is 10 per cent. lower, the other fellow's will soon be 20 per cent. off and that still another may eventually appear with 30 per cent.

Just apply this reasoning to yourself and you surely will agree that it is sound. If it is, why not make the best of the situation? Take your inventory. Find out the lines on which you have an over-supply. Talk things over with with your competitors. Compare notes with them. Offer to help them move some of their long lines on which you are understocked. Get them to help you in a like manner. Remember this, business isn't going to the dogs all of a sudden. We'll all be doing business right along—not so much perhaps as we did in the boom days, but probably at just as much profit.

TRAVELLERS MEET

At the annual meeting of the Commercial Travellers' Association in Toronto, it was decided to recommend to the Federal government that in the fixing of a national Thanksgiving Day, a Monday would be most convenient for the travelling public and other sections of the population. Armistice Day celebration, it was also pointed out, would be more fitly commemorated on the second Monday of each November than on any other week day.

The forty-eighth annual report of the Board of Management showed a net surplus for the year of $120,106, and the total assets had now reached $1,636,943.

Walter Moore, the late first vice-president of the association, was elected by acclamation to the office of president for the ensuing year. Harry Dodgson was selected as first, and Joe Zammers as second vice-president; E. Fielding, treasurer, and James Sargent, secretary. Owing to illness, Mr. Sargent was unable to attend the convention, and a resolution of sympathy for him was passed.

The following members of the board were also elected: John Everett, John Cormack, C. A. E. Colwell, Geo. L. Wilmott, J. G. Cane, R. G. Hector, Benj. Miller, J. Davis and W. H. Judge.

BACK TO BOOKS

Bob Melville, after wandering in the wilderness in the electric trade for about two years, returns to his first love the book trade, in the capacity of a travelling salesman for McClelland & Stewart. Bob's many friends among the retailers will join with his confreres in the wholesale trade in heartily welcoming him back to the fold.

Smith's Falls, Ont. — W. H. Kerfoot has been succeeded by B. B. Bellamy in the retail wallpaper business.

John Galsworthy's new novel will appear in serial form in the Royal Magazine, beginning in the January number.

Outlines of the New Bankruptcy Act

No One Will Go so Far as to Say That Every Man Who is Unable to Meet His Obligation is Dishonest—New Bankruptcy Act Will Accomplish Much Good for the Trading Public—How It Will Work Out

Written by A. E. NASH, for Hardware and Metal

A GOOD DEAL has been said in past years of the man who is unable to meet his obligations, and a good many unnecessarily hard things have been said. The number of men who are unable some time in their lives to meet in full all of their obligations is much greater than many of us realize, but the number of men who cannot tide over a difficult period and eventually pay their debts in full is small. There is always a hard feeling towards the man who cannot do so. While it is a wise thing to be cautious in extending credit to the man who fails to pay all his debts promptly, there are very many cases where a hardship is performed through a too-ready suspicion. No one will go so far as to say that every man who is unable to meet his obligations is dishonest, because the inability to meet one's obligations comes from a number of sources, of which circumstances beyond the control of the person affected and hard luck are two.

The Bankruptcy Act.

Much will also be said in the next few months about the new legislation covered by Chap. 36 of 1919 and its amendments, officially called "An Act Respecting Bankruptcy" and commonly called "The Bankruptcy Act." This Act has been designed by the Government to take care of the procedure previously covered by the Assignments Act and similar acts and which have failed to entirely meet the necessities of the trading public. The Act as it stands is moulded very much on the English Bankruptcy Act and all the principal points, with the necessary alterations to meet the special requirements of this country, are taken from the English Act. The interpretation of the word "Bankruptcy" is that it is a proceeding under which the Government takes possession of the debtor's property, when the debtor cannot pay his debts or when the creditors of that debtor cannot obtain satisfaction of their claims, by the appointment of a trustee. The property of the debtor is realized and the proceeds distributed among the creditors in proportion to their claims, with the necessary provisions to cover any legal preferences given previous to the date of bankruptcy, and during the proceedings, and, as will be shown, subject to certain exceptions. Forever afterwards, the debtor has complete protection from any legal proceedings that can be instituted by any of his creditors, and can finally obtain a complete discharge of all obligations and debts, and recommence in business under his own name. The exceptions which are spoken of above, are covered in Section 59 of the Bankruptcy Act, and are briefly as follows:—

The Exceptions Outlined

1. That the assets of the bankrupt do not realize 50c on the dollar of his unsecured liabilities, but this does not apply when the Court can be satisfied that this position has arisen from circumstances for which the debtor cannot justly be held responsible.
2. That the debtor has not kept proper records for three years preceding the date of bankruptcy.
3. That after becoming insolvent and knowing himself to be such, the debtor has continued to trade.
4. That the debtor has not accounted satisfactorily for a loss or deficiency of assets.
5. That the bankruptcy has been brought on by rash and hazardous speculation or unjustifiable extravagances or culpable neglect.
6. That the debtor has not dealt properly with his creditors, but has put them to unnecessary expense by frivolous or vexatious causes.
7. That the debtor has incurred unjustifiable expense by engaging in frivolous or vexatious actions.
8. That the debtor has given undue preference to certain of his creditors within three months of the date of bankruptcy.
9. That the debtor has previously deliberately incurred liabilities in order to affect the creditors' standing.
10. That the debtor has previously made an arrangement for extension with his creditors, or previously been declared a bankrupt.
11. That the debtor has been guilty of fraud or a fraudulent breach of trust.

Not a Dishonest Action.

The above exceptions have been specially mentioned here, because the object of this article is not to describe the Bankruptcy Act in its dealings or workings, but to try to show that an Act of Bankruptcy in itself does not constitute a dishonest action. First of all, if none of the above eleven things has happened, then any time after the adjudication of bankruptcy, the debtor may, upon proper application, obtain a discharge, and such discharge in the eyes of the law, is equal to stating that the debtor is once more free to trade, that he is considered to be an honest man and that he has to the best of his ability discharged his liabilities; that he is a fit and proper person to again receive from the public a share of their confidence. If, on the other hand, he has done any of the eleven things mentioned above, a full investigation as to his integrity is made and the onus is on him to prove that he has acted honestly. He may fail to satisfy the Court that circumstances for which he cannot be justly held responsible have caused his assets to realize less than 50c on the dollar, and for this technical reason he may fail to obtain his discharge at first. He may through circumstances which he has been unable to control, be unable to produce proper records of his business transactions, and by this, his discharge may be delayed, although, provided he can satisfy the Court that the failure to keep the records was no fault of his or that it was an oversight through ignorance, he eventually would obtain his discharge. If, on the other hand, it is proved that he has acted dishonestly, his discharge would be difficult to obtain, and rightly so.

May Examine Affairs of Debtor.

The intention of the Government in providing for exceptions to the discharge of the bankrupt is to assure itself of his honest intentions, and that if he has done any of those things, that they have been done through ignorance and not by deliberate act, so that when the debtor obtains his discharge he may be able to hold up his head and say to the public, "While it is true that I became a bankrupt, it is also true that I have done everything in my power to meet my liabilities, that I unfortunately failed and that my assets were not sufficient to pay everybody in full, but the Court has satisfied itself that I have done nothing wrong, fraudulently or otherwise, and that my bankruptcy was the result of bad luck or misfortune, and has satisfied itself that I am a fit and proper person to continue in business, and, therefore, that I am an honest man." The assumption here is reasonable. The British law treats every man as honest until he is proved dishonest, and through the medium of the Bankruptcy Act, the Court has in its power the means of thoroughly examining the affairs of every debtor in bankruptcy, and the Court will not grant to a debtor a dis-

charge from bankruptcy until it is satisfied that everything in the power of both the debtor and the Court through the trustee as been done.

Obtaining Discharge Not Easy

The obtaining of a discharge from bankruptcy is not quite as easy as a lot of people may think, and the reason is that the Court is supposed to satisfy itself as to the future bona fides of the debtor before it allows him to again commence trading. He may at any time after he has been adjudged a bankrupt apply for his discharge. First of all, he must get a certificate from the trustee, giving full details of the creditors, to whom notices will be sent that the application for discharge will be heard in Court, and the trustee will appear and present his statement of the conduct and affairs of the bankrupt. There is no reason to suppose that when no good purpose can be obtained and no additional benefit accrue to the creditors by keeping a man in bankruptcy, that the discharge will be refused, because the State holds that the refusal of a discharge or the granting of it subject only to almost impossible conditions, imposes too great a burden and discourages the man to a degree where it would not be in the interests of the country. For certain reasons the discharge may be suspended instead of being altogether refused, and either the refusal or the suspension must be given if any of the above eleven things have been committed, and the suspension may be for a period of two years, or it may be for such time until a dividend of not less than fifty cents on the dollar has been paid to the creditors, or it may be provided the bankrupt agrees to allow a judgment to be registered against him for the amount of the unpaid balance of his debts.

A discharged bankrupt is, therefore, in the eyes of the law and must be in the eyes of the public, an honest man, but an undischarged bankrupt may in the same manner be just as honest, for the discharge may in some cases be delayed only for the purpose of further investigation and more complete particulars, and if he is honest he will eventually get his discharge.

Will Accomplish Much Good

On the whole the Act will work a wonderful good for the community. It is severe on the debtor who does not intend to meet his obligations, but while appearing to be hard to the debtor who is trying to do his best, it is not unjust, and we must remember that the Government should protect the trading public. If legislation such as this Bankruptcy Act was not introduced, business would suffer very materially on account of the dishonest trader. Not only does the Act take care of the creditor by giving him the power to make a debtor a bankrupt and thus enables him to obtain some return for the goods he has supplied, but it will also have the effect of curtailing the dishonest practices of men who intend deliberately evading their just obligations. The Act is hard, and justly so, on the dishonest man, and this very fact will keep men from dishonest trading in the future.

The Bankruptcy Act coming into force at a time when credits are not easy to obtain and when it looks as if we might be about to pass through a period of tight money, and when prices have reached the highest point they are likely to reach, and we may expect a reduction in almost every line, is a fine thing for the future business stability of the country. It will have the effect of creating much needed caution in many of our business men and will restrict foolish and speculative buying, and the over-loading with stocks. The Act, indeed, could not have come at a better time, and one effect of it will almost surely be that additional care, which is so much required during a period like the present, will creep into our business methods.

Acts of Bankruptcy Defined

For the benefit of our readers, the following are acts of bankruptcy:

1. The making of an assignment for the benefit of the creditors.
2. The making of a fraudulent conveyance of property.
3. The creation of a charge on property which would be a fraudulent preference.
4. Absconding with intent to defeat creditors.
5. Allowing an execution in the sheriff's hands to remain unsatisfied, subject to certain limitations.
6. Exhibiting by a debtor to a meeting of creditors a statement of assets and liabilities showing that the debtor is insolvent.
7. Assigning, removing, secreting of disposing of any goods with intent to defraud, delay or defeat any creditors.
8. Making a sale in bulk of one's assets without complying with the Bulk Sales Act.

Results of Order Serious

The results of a Bankruptcy Order are immediately very serious. For three months after the order is made, the trustee who is appointed will receive all the bankrupt's mail, telegrams, etc., and the bankrupt is restricted in his business without a heavy penalty being imposed in the event of his doing anything contrary to the Act, which includes the inability to borrow more than $50.00 or obtain credit for five hundred or more without disclosing the fact that he is an undischarged bankrupt. I doubt if any one carefully reading through the Bankruptcy Act will not come to a very sane conclusion, and that is, that the punishment meted out to a man who has committed grave acts of indiscretion, and has thereby got himself into a position where he is unable to carry on any further, while appearing to be severe, is very just, and moreover that the Act affords as full a measurement of protection as possible to creditors. Another conclusion that I think we will all agree in is that bankruptcy is a thing to be avoided, wherever possible, for the stigma naturally attaching to it must be difficult to overcome.

Editor's Note—Questions on the Bankruptcy Act will be promptly answered to the best of our ability. While not guaranteeing that our opinion will be upheld at law, we have on our staff men qualified to give an opinion. Questions should be addressed to the Editor.

British Industries Fair

ARRANGEMENTS have now been completed for the reception of a record number of visitors to the British Industries Fair, which opens on the 21st of February, in London and Birmingham, and on the 28th of February at Glasgow.

The first British Industries Fair was held in London in 1915, and the success which has attended the Fairs held since that date has satisfied the Department of Overseas Trade as to the correctness of the system of organization. The coming Fair, though vastly increased in size and comprising the largest number of exhibitors of British and colonial manufactures ever assembled in one trade fair, will be run on the lines which proved so successful in the past.

The services which are rendered to the invited buyer do not end with the mere bringing together under one roof of the chief British manufactures. Every possible assistance is given to him in finding the particular articles he wishes to buy. The resources of the British Government are at his call. In the Fair buildings the Department of Overseas Trade opens fully staffed offices in order that buyers and exhibitors may obtain authentic information on all points of importance.

F. W. Field, the British Government Trade Commissioner at Toronto, will be in attendance at the London Fair, and will be pleased to meet and assist all visitors from the Dominion. Other officers of the Department will be available to answer inquiries as to tariffs in all parts of the world. A special staff gives information as to shipping and transport and other officials are prepared to advise as to the most likely sources of supply, not only of the articles included in the Fair, but also of all Empire productions. Such assistance is of incalculable value.

The catalogues are not sold, but are handed gratis to all visitors to the Fair from overseas. Their contents, serving as they do as books of reference for the year, and consulted regularly in all parts of the world, are edited with expert knowledge by selected officers of the Department of Overseas Trade and the local committees.

EDITORIAL COMMENT

BRITISH BOOKS IN CANADA

A GREAT deal of discussion is going on these days about the predominance of U. S. periodicals and books in Canada and in many quarters there are insistent requests, amounting in some cases practically to demands, that something should be done by somebody, somewhere, to mitigate this evil condition.

In the midst of pessimistic notes as to the progress being made in the marketing of British publications in Canada, comes a more optimistic one from Captain Evans, Senior British Trade Commissioner at Montreal, who, in the course of an interview remarked:

"It is often said that Canadians want American books and magazines, but a letter which has just reached me shows that British fiction has a quick sale in this country if only the Canadian bookseller will get it and give it window space."

He said that while in the West he had noticed many publications of a well-known London publishing house in sixpenny and shilling paper-bound covers, and in conversation with the owner of the store he learned that this was a new venture, the result of the visit of the publisher himself in his tour of Canada as a member of the Imperial Press Conference. Knowing of the alleged preference of Canadians for American literature, Capt. Edwards kept in touch with the matter through the Winnipeg British Trade Commissioner, with the result that news had come to him of a shipment of 2,300 books, of which 1,800 had been sold, wholesale and retail, in less than three weeks, indicating that British literature of the right kind sold readily if stocked and displayed.

Still another report favorable to British publishing interests in the Canadian market is one to the effect that the adverse exchange rate is diverting a lot of business to England. One Montreal wholesaler told of saving nearly a dollar per sovereign on a large shipment of books from England. This made it more than ever worth while to buy books from England.

Our Best Wishes
Are Extended
to the Booksellers
Throughout Canada
for a
PROSPEROUS
NEW
YEAR

WATCH THE MARKET CLOSELY

NOW is the time, if ever, that the retail trade should watch closely the trend of prices. Daily newspapers have been featuring for some time the prospects of a drop in everything so that the public have got into the habit of thinking that everything is coming down to-morrow or the day after. This naturally curtails their purchases. The daily papers have done a great deal of harm in this respect. They overlook entirely the fundamental principle of business — supply and demand. Supply is increasing in a great many cases compared with demand and naturally this tends to an easing off in prices. On the other hand there are cases where supply has not been increasing and higher prices are to be expected. At any rate no declines can develop for some time.

During the last few years the retail trade has had no difficulty in selling goods. People have come in and bought for future use so that business has always been good. We are entering a period when the retail trade must exercise its selling ability and show the consumer the exact condition on the various articles. This necessitates a careful study of markets so that the proper information can be passed on by the retailer to his customer when the occasion arises.

EDITORIAL NOTES

NOT only does courtesy pay but clerks should remember that they are paid to be courteous.

* * *

THE traveller for a manufacturer or wholesaler should keep in mind that his actions largely determine the merchants' estimate of the house he represents.

News of the Trade

There is a good prospect of a public library being established at Milton, Ont.

Perry's Bookshop, opened last year at Port Colborne, Ont., is a fine establishment. Well balanced stocks of books and stationery are carried and besides this the stock includes good assortments of toys and games, leather goods and china.

Port Colborne, Ont.—Fleming's Bookstore, under the heading "The Gift Shop," used advertising space two columns by eight inches deep. Besides books and stationery, toys constituted a big share of the Christmas business in this store. Phonographs and records also sold well. So did such specialties as flashlights and a popular line of low-priced watches.

Parkhill, Ont.—Benham's bookstore made a specialty of selling cameras, photo albums, and calendar mounts for snap shots in the Christmas trade season.

Munro's store, Parkhill, did a big business in toys and picture books in the Christmas season. In gifts for adults good selling lines at this store were papeteries, new fiction, ivory and ebony goods, china and cut glass.

COMMUNICATION

Oil Springs, Ont.,
Nov. 18, 1920.

Editor, Bookseller & Stationer,

"Approximately seventy-five million dollars' worth of pulpwood is exported to the United States every year. Why does not the Ontario Government insist on paper mills supplying the home market before a dollar's worth of pulp is exported?

"To-day there are text books, art pads, and books, absolutely off the market for the next two or three months because the paper mills cannot or will not make the required paper."—A. W. DEWAR.

Editor's Note.—In the December issue there appeared a reference to the request made by the Ontario Minister of Education to have the Federal Government place an embargo upon exports of fine paper from Canada. The government at Ottawa declined to accede to this request.

Owing to increasing business, it has been deemed necessary for the Crown Stationery Company of 12 West 17th St., New York, N. Y., to make some changes in its organization to provide greater efficiency.

David Umanoff hereafter will conduct the manufacturing branch of this business as a separate department, under the name of Crownolo Manufacturing Company, producing stationery specialties for the trade exclusively.

The first floor of the building, No. 12 West 17th St., will be devoted to the retail store and the other floors will be utilized by the manufacturing department. The retail department will continue as the Crown Stationery, with Messrs. Sidney and Mickey Umanoff in charge.

LEND A HAND.

Every bookseller and stationer should pause in his daily pursuits long enough to ask himself what he is doing or has ever done to promote the general good of the business with which he is identified. One of the good things, of the many from Roosevelt's pen was the following:

"Every man owes some of his time to the upbuilding of the profession to which he belongs."

Canadian booksellers and stationers should lend their individual support to the movement for organization of a national trade association.

GIVE FULL INFORMATION

Last Friday a $5 bill came to the Subscription Department pinned to a circular, but minus the name and address of the sender. Nothing can be done in this case until the remitter writes in to complain that he is not getting the paper.

An hour later in came a memo from "F. R. Thorn" in regard to his subscription, but with no address given. As the stencils are all filed according to post offices nothing can be done in this case either.

Shortly afterwards a post card arrived from New Glasgow, N.S., with our name and address plainly written on the front, but perfectly blank on the reverse side.

These three instances, which all occurred in one morning, are typical of hundreds which happen in the course of a year on all publications—and they explain why this publication is bound to receive a number of (on our part) unavoidable complaints.

LITCHFIELD'S LIMITED.

H. O. Litchfield announces the incorporation of his business as a retail bookseller and stationer, as founded by him at 1109 Government Street, Victoria, B.C. The name of the new firm will be Litchfield's Limited, and business will be carried on at the same address.

Mr. Litchfield is the president of the new company and with him will be associated as fellow director, C. E. Greene, who for many years has been favorably known in Victoria, having held, prior to the great war, a responsible position with the late Pacific Whaling Company, resigning that position to serve overseas with the Australian forces. Mr. Greene will be responsible in the new company for the position of secretary-treasurer, while the third director will be Mrs. E. S. Litchfield, she having been connected with the business since its inception.

Mr. Litchfield looks confidently forward to the steady growth of the business. New departments will added from time to time to meet the requirements of customers.

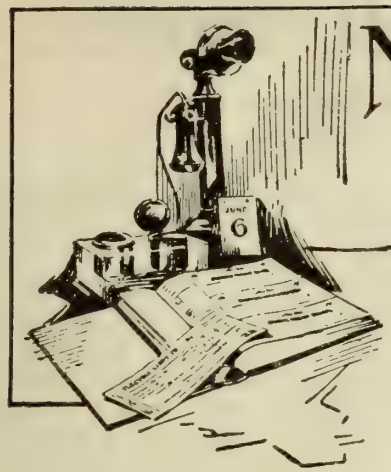
CHARGES THAT MONOPOLY EXISTS

At one of the sittings of the Tariff Commission in Toronto the contention of the photographic supply firm with headquarters in the U. S., but with a branch in Canada, was that the present tariffs on photographic supplies no longer performed the function of fostering a Canadian industry, but rendered it impossible to establish a similar kind of plant here.

Supporting this assertion it was submitted that a monopoly on the part of one concern had been created because any competitor wishing to establish a plant in this country found the present tariff disastrous to any concern having the courage to attempt it, for the reason that materials like sensitized paper and films were perishable articles, and the manufacture could only be commenced in a small way and the plant added to and enlarged from time to time as the increase of sales would permit.

The company in question, which has an extra-territorial license in Canada, has been doing business here since 1907, selling photographic cameras, paper, films and chemicals, with a success which would eventually justify them engaging in manufacture as well as sales. As a matter of fact, early in 1914 the company had under consideration plans for manufacturing in a small way, but hesitated because of the limited amount of business then in view. Subsequently, of course, the war put an end to any scheme of the kind.

The company contends that an aggravation or even a continuance of the present tariffs will force it out of the Canadian field.



Novel Schemes That Have Helped Business

Ingersoll, Ont.—Coles' Bookstore used newspaper space three columns wide, twelve inches deep to do some highly attractive advertising of "Toyland" on the second floor described as "Santa Claus Headquarters for Oxford County."

London, Ont.—Peel's Toy Store advertised "A Prize for Boys and Girls," as follows:

"Santa Claus has placed a Thimble in the window of Pool's Toy Store, Richmond Street, and has left a prize with Mr. Peel for the first boy or girl who discovers it.

"Look in Mr. Peel's toy store window and search out the thimble. When you find it, say nothing, just come right in and tell Mr. Peel and receive the prize left by Santa Claus. It's worth trying for."

Saskatoon, Sask. — MacMillan's department store, on December 8, used a two-page spread advertising Toyland, in the Saskatoon Star. This advertisement was profusely illustrated and the items of this advertisement would alone constitute a representative toy store stock. The department stores set a good example for stationery stores in their advertising. Some of the book-stationery-toy stores do advertise, but too many of them neglect this branch of their merchandising and by this negligence play into the hands of big stores who do advertise regularly and in goodly space.

Calgary, Alta. — Pearson's Bookshop in its holiday advertising used newspaper space effectively for lists of various articles, with prices. Among the book suggestions were "Technical books on all subjects, 25c to $3.75." This is rather unusual as a suggestion for Christmas gifts, but technical books as gifts certainly enable the giver to get nearest of all to the particular likes of many studious persons and the idea is worth remembering. Subscriptions to periodicals were suggested as gifts in this Pearson advertisement and prominence was given to phonographs, "from $15.50 to $250, also records, player rolls, sheet music, music and song folios, music rolls, etc."

Electric specialties were also prominently advertised, as were various fancy goods lines such as vases, ornaments, silverware pieces, brassware, statuary, fancy baskets, etc.

Various toy lines got attention in a full third of the advertising space, these running from cheap items up to articles selling as high as $15 each, dolls alone running the whole gamut of prices from 5c to $15.

Wallaceburg, Ont.— Colwell's Bookstore was among those using good holiday trade advertising of toys, sleds,



wheeled goods, etc. The toy department in this store is housed on the second floor.

Carleton Place, Ont.—McIntosh's book and drug store in one of its Christmas advertisements under the heading "Books are the Best Christmas Gifts," using these paragraphs.

The perfect gift is of both use and pleasure. From books we acquire the most useful thing in the world—knowledge; and in them we exercise the most pleasant thing—imagination.

The perfect gift is of permanent value. It sounds a chord of sympathy in the giver and his friend. Books are living, vibrant things. There is a book that will convey each possible thought or emotion.

We can help you choose that book.

Ingersoll, Ont.—Coles' Bookstore has a live phonograph department. Advertising talking machines for Christmas, they said in a newspaper advertisement on Dec. 4:—"Now's the time to choose while all models are available. Select yours to-night and let us deliver it for you the day before Christmas. Delight your family, add to your own pleasures. Visit the music rooms tonight—3rd floor."

ALWAYS SALEABLE

The illustration with the wording "The Gift Acceptable," is presented as a suggestion for arrangement of gifts for display so as to strike a new note in the window. At the same time acknowledgment should be accorded to the White & Wycoff Mfg. Co., of Holyoke, as this is an adaptation of one of their attractive window cards, as supplied to retailers. The same applies to the price ticket, also illustrated in this issue.

In the matter of displaying gifts, it should be remembered by all retailers that there are other important occasions besides the Christmas season for making gifts and such articles as high-grade papeteries are highly saleable every month of the year and should always be kept to the fore in the store.

Rococo Silver Supplanted

Advent of Painted Wood in Toilet Paraphernalia

THE advent of wooden toilet sets is recorded in London. The toilet sets are of painted wood, and are being carried out to-day on the lines of the painted peasant furniture. They are at once so extraordinarily decorative that the dressing table furnished with them can easily vie in effectiveness with any more extravagantly equipped.

Bold contrast between surfaces painted in some plain color and others simply decorated either in conventional patternings or in unsophisticated floral designs is a feature of the wooden-backed brushes and mirrors. A set in dull blue is bordered in tiny flower sprays carried out in vivid greens, mauves and yellow; another, with a ground of lacquer red, boasts an edging in white and purple arabesque. On the front of the brush where the bristles end there comes the tiniest, daintiest beading of the same colors. The tray to hold the brushes shows just a broad band of decoration on either side of the central plain expanse.

Retailers' Advertisements Reviewed

Good Ideas Gleaned From Recent Advertisements of Booksellers And Stationers in All Parts of Canada

Stratford, Ont.—"Where the Christmas dollar goes farthest," was the slogan in the newspaper advertising of Lightfoot's Bookstore.

Nowhere else will you find so many attractive Christmas Gifts for so little money. The choice is almost unlimited of useful and artistic articles which in their daily use will be a pleasant reminder of the giver's thoughtful remembrance.

GOOD ADVERTISING

St. Catharines, Ont.—Using the catchline "High Prices" for a display advertisement the Library Stationery Store advertised the high quality of their goods. Ivory goods were especially featured.

Calgary, Alta.—Pearson's Bookshop used display newspaper advertising to good effect and among the lines featured in addition to books and stationery were toys, phonographs, leather goods, brass goods, stationery, music and wall paper.

Calgary, Alta. — Wilson's Bookstore, 111 Eighth Ave., has been doing good business in Christmas greeting cards, by especially featuring colored views of the Rocky Mountains, western wheat fields, ranching, Alberta coat of arms, and local views. Good business with these was done by special appeals for orders for greeting cards to be sent overseas.

SANTA "AT HOME"

The Hudson Bay Store at Edmonton has a live toy department and in the Christmas advertising this line was prominent:

"Santa Claus will be at home between the hours of 10 to 12 and 3 to 5 daily at his headquarters, Toyland, third floor."

Hamilton, Ont.—Among the meritorious book advertisements of the holiday season a children' book advertisement by Cloke has stood out prominently. It occupied a full, single column newspaper space and got off to a good start with a heading worded as follows:

REAL FUN FOR LITTLE TOTS.
OPENING DAY OF THE CHILDREN'S BOOK WORLD

Then followed this introduction:

"To-morrow marks the opening of the most thorough and satisfying stock of books for children ever shown in Canada. Discriminating parents appreciate the fact that

CLOKE'S ALL-YEAR BOOK-SHOP

has much the best opportunity for selection and variety in this very important line of the book business.

"The importance of good books for children cannot be too highly estimated.

"Added to a comprehensive knowledge of the needs of the Children's World, our buyer has given to his selection this year all that wealth of artistry and beauty of illustration could offer.

"There are Sunny Books, Rhyme Books, Adventure Books, Fairy Books, Bubble Books, Craft Books, Nature Books. Old time favorites in new guises, and the best of modern thought and ideas in beautiful and fascinating production."

Below this appeared a list of the most notable titles and series of books for children.

Speaking of this advertising to Bookseller & Stationer, Mr. Cloke said that it had been productive of most satisfactory results.

Orillia, Ont.—Smith's Bookshop advertised a 20 per cent. discount sale of wallpapers, fifty patterns being selected for sale at this discount. Talking machines and records are also strongly featured in this store's newspaper advertising.

THIS SHOP IS HAUNTED

"The Haunted Bookshop," by Christopher Morley, in which the lovable old bookseller, Roger Mifflin, advertised that his bookshop was haunted by the ghosts of great literature, was quite evidently the interpretation of the following actual advertisement, as run by a bookseller on the island of Guernsey:

THIS SHOP IS HAUNTED!

BY THE GHOSTS OF GREAT LITERATURE

Lovers of Good Literature are welcomed

I HAVE WHAT YOU WANT THOUGH YOU MAY NOT KNOW YOU WANT IT.

DO NOT STARRVE THE MIND.

FEED IT by reading the Great Thoughts of Master Minds.

BOOKS! BOOKS!! BOOKS!!!

"FROM GRAVE TO GAY, FROM LIVELY TO SEVERE."

ALWAYS AT YOUR SERVICE

G.W. GOOD, Proprietor

Oakville, Ont. — "Why Shop Out of Town?" asked F. W. Grinham in a half-page advertisement in the Oakville Record. Books, Christmas cards, papeteries, leather goods, and various Christmas novelties were advertised with special space devoted to "Our Children's Corner." Among the suggestions were "A rattling good detective story, for father; a wholesome romance, for mother; a dainty box of stationery, for sister; a tale of adventure, for brother."

LITERARY SENSATIONS

By Notable Figures in

Social, Political, Military and Literary Life

"The First World War," Col. Repington (2 vols.), $12.00.

"The Autobiography of Margot Asquith," $7.50.

"The Days Before Yesterday," by Lord Frederick Hamilton, $4.

"Sir Stanley Maude," by Maj.-Gen. Callwell, $6.00.

"Gallipoli," diary of Sir Ian Hamilton (2 vols.), $10.00.

"The Autobiography of Andrew Carnegie," $5.00.

"Villiers: His Five Decades of Adventure," by Frederic Villiers, $6.75.

"Memoirs of Empress Eugenie," Emile Fleury, $9.00.

"The Outline of History," H. G. Wells (2 vols.), $12.00.

"The Economic Consequences of the Peace," John Maynard Keynes, $2.00.

BLANK'S BOOK STORE
BLANKTOWN

Suggestion for a January book advertisement.

Enterprise of Guelph Retailers

Seven Merchants in Different Lines Co-operate in Winter Fair Advertising—Something About C. L. Nelles' Part in This Plan.

IN Guelph the Winter Fair is an annual event of big proportions, and it attracts many visitors to the Royal City, especially from the surrounding territory. This of course is beneficial to retail trade, but some retailers are more alert than others in making the event a means of attracting business to their stores.

Among these progressive retailers was Charles L. Nelles, who co-operated with J. D. McKee, druggist; Neill the shoe man; George Savage, jeweler; the Bond Hardware Co.; R. S. Cull & Co., clothiers, and Moore and Armstrong, dry goods, in getting out a four-page Winter Fair bulletin, newspaper size, addressed to "The Householder."

Forty-five hundred copies of these were distributed.

A general introduction at the top of the first page was as follows:

"Price is now the big issue with the merchants of Guelph, and the seven who send you this paper have decided to give the public full benefit of goods at values that cannot be beaten by big or little merchants in Ontario. Our shelves are heavily loaded with valuable merchandise that must go out at once, and the public will find that the seven advertisers in this paper live up to their word on every item in their stores."

In Mr. Nelles' introduction he said:

"On September 2nd this store was visited with a $15,000 fire, and to-day it is complete again with a beautiful new stock of goods that have been purchased by Mr. Nelles in England, New York and Canada. Considering the shortage of paper he has been successful in filling the building with values that are equal to any departmental store in Canada."

In the space devoted to notepaper and envelopes, the announcement was as follows:

"In holiday boxes are one of the big features in this store for December. In February we placed an order for double the quantity of 1919, as we foresaw the increasing prices of paper and boxes. This foresight has enabled us to display the finest lines of this very acceptable gift at values that are one-third less than they could be procured to-day. See them and marvel at their daintiness."

Cards and Calenders

An idea of the scale of greeting card trade in the Nelles store is afforded by this paragraph:

"It really seems a big undertaking but we have over twenty thousand cards and calendars on our show tables, and the prices are just the same as years ago, from 3 cents to 25 cents, for awfully up-to-date cards. 'Say it with a Christmas card.' "

Leather Goods

Leather goods constitute an important branch of Nelles' business. Regarding this department his announcement was as follows:

"A special trip to New York in October enables us to offer you hand bags in velvets, mesh, and leather, with a few beaded ones at special prices. Leather purses in all sizes and shapes. Children's vanity bags at 25c and 50c. A few very high class bags and purses at one-third less than regular prices."

Fits in Well With the Toy Trade

Various Assortments of New Modelling Materials Prove Ready Sellers—Also in Demand for Educational Uses.

IN casting about for lines that may be exploited and made to help build up extra business at good profit the improved modelling materials now so widely sold in the British market, both for educational uses and as a concomitant of the toy trade, may be recommended as being well worth while.

Among these English productions that have attained wide popularity across the water is a comparatively new modelling material, which was discovered after many exhaustive tests, lasting over a very considerable period. The material produced has most exceptional advantages, being permanently plastic, antiseptic, practically odorless (a great boon to all users), and is most cleanly, having no sticky tendency, and can, if necessary, be removed from clothing or furniture with the application of water. Although it takes the place of modelling clay, it has all the advantages without the disadvantages.

This product is extensively used by education authorities for school work, and reports tend to show the popularity of the material in that its odorless and cleanly nature lightens the teacher's work. The plasticity of this material has been tested over a period of seven years. It is made in eleven exceptionally useful colors which appeal at once to the artistic eye, and combining the range of colors with the advantages mentioned above, makes it without doubt ideal material for all purposes which a modelling material is called upon to perform.

Plaster casts can be successfully taken from it, the texture of the material being most suitable for fine work.

Boxes at popular prices, containing a large range of colors, have been marketed, thus making an ideal toy for the amusement and instruction of children. For the convenience of educational and studio use, 1 lb. blocks are supplied in all colors at nominal prices, and special attention is being given to both home and export trade.

EXEMPT FROM TAX

Bibles, prayer books, psalms, hymn books, religious tracts and Sunday School lessons have been exempted from the sales tax by notice sent out from Ottawa on December 3.

In British Columbia there has been featured special newspaper advertising of books by British Columbia authors, including Robert Watson's "Stronger Than His Sea"; "Graydon of the Windermere," by Evah McKewan; "The Morning Glory Girl," by Alice Winlow, and "Kathryn Pocklington" and "The Lady of the Crossing," by Frederick Niven, the latter being a former resident of the Far West.

NOTEPAPER AND ENVELOPES

Dealing with the subject of the display of goods, the chairman of the committee on paper and envelopes included the following in his report of the stationers' convention in St. Louis:

"The suggestion has been made by the store manager employed with one of your committee members that a ring book of sufficient size to cover the largest paper and envelope items carried in stock be used and that samples of the envelope and paper be pasted on heavy sheets punched to fit same which will avoid the necessity of clerks going into the box to take out an envelope or a sheet of paper for the inspection of the customer, who will thus almost wait on and sell himself. He also suggests that much waste results from the habit of clerks going into any box on the shelf stock to take out a few sheets or an envelope, thus resulting in a number of broken boxes, where by proper regulation or provision of special boxes, only one box at a time would contain the broken quantity."

WHAT ABOUT YOUR TRADE

CONSIDERING the immense business done in Canada in typewriter ribbons, carbon papers and other typewriter supplies, this is a question of most vital concern to every retail stationer.

A conservative estimate places the total sales of ribbons and carbons in Canada at well over a million dollars a year, on the basis of wholesale prices. U. S. manufacturers exported over $1,600,000 worth last year and a large share came to Canada.

Your clerks and salesmen should know a great deal more about how ribbons and carbons are made, source of raw material and a full understanding of this branch of our business, and all stationers should have this knowledge at hand to give them.

Carbon papers are usually divided into three classes according to weight —light weight or 4 lb. weight, standard or 7 lb., medium weight or 5½ lb., or sometimes referred to as intermediate weight. There are heavier weights of typewriter carbon, which are usually used on billing machines requiring a heavy carbon sheet to withstand the heavy blows of the billing machine type.

These are usually referred to as billing carbons, and the customary weight is 10 lb., but they are also made in 14 lb. and 20 lb.

The basis of these different weights is 20-in. x 30-in.—500 sheets of ream. The producing of perfect carbon copies depends not only on the carbon paper, but also the kind of machines, writing paper, and the number of copies made at a single writing. The following general rules, however, may be used for the majority of cases:

1.—For one or two copies, a standard weight, or 7 lb., carbon paper is the most practicable, because it will produce one or two good copies just as well as a light weight, or medium weight carbon, and the standard weight has the advantage of being more easily handled.

2.—For manifolding, which may mean four or five copies, with 20 lb. bond paper, or fifteen copies with 8 lb., onion skin, a light weight carbon, of course, should be used.

3.—For making three or four copies on 16 lb. bond, or six to eight copies on lighter paper, an intermediate weight carbon, or 5½ lb., could be used, instead of the light weight, with the advantage of using the sheet that is not so flimsy as the light weight, and which is more easily handled.

There are various degrees of coatings of carbon paper, and in this there has been much improvement during the past ten or twelve years. Up to that time, most carbon papers were inclined to be soft and smutty, but to-day, such carbon papers are not commonly used, because it is possible to secure carbon paper that has a hard finish, that is non-smutting, but that at the same time produces clear legible copies. We manufacture carbon papers in three different degrees of inking—very hard—hard—medium. Coatings are graded as follows:

A—Very hard—for clean, clear copies.

B—Hard for medium, intense copies.

C—Medium—for heavy or extra intense copies.

In other words, just as pencil manufacturers use numbers 1, 2 3 and 4 to designate the different degrees of hardness of the leads, the designations A. B and C are used for the various degrees of hardness of coating.

Most carbon papers manufactured to-day will keep well in any climate for several years, but carbon paper should not be kept in a damp or very cold or very warm room—it should be kept away from all heat and far removed from radiators, etc.

Pencil and Pen Carbons

Pencil carbons are usually made in two degrees of hardness—medium finish and soft finish, and in the 7, 10, 14 and 20 lb. weights, basis 20-in x 30-in.—500 sheets to the ream.

The regular stock size for pencil and pen carbon is 26 x 39, which cuts ten out of letter size, or 5,000 sheets 8½ x 11, and 9 out of legal size, or 4,500 sheets, 8½ x 13—to the ream. The medium finish pencil carbons are for use when one or two copies only are wanted, whereas the soft finish carbons are made for the purpose of securing a large number of copies at one writing. Pen carbons are for use in making copies when using pen and ink, and there are also two different degrees of inking in pen carbon as in pencil, the soft or dull finish, being suitable for as many as five or six copies, with 12 or 16 lb. paper. When using pen carbon a hard pointed pen should be used.

Typewriter Ribbons

The value of a typewriter ribbon is really not known until the ribbon has been used for some time, and for this reason the brand of a reliable manufacturer is usually preferred by users because they are really purchased on faith. Most manufacturers can supply ribbons in five different degrees of inking, but the medium inking is used in most cases. However, for operators with a light touch, and for those wanting long wear, a heavily inked ribbon should be used, whereas, for an operator with a heavy touch and who prefers sharper, clearer writings, a lightly inked ribbon should be used. This is carried to the extreme by having also extra heavy, for maximum and extra light for very fine, sharp impressions, and also for elite type.

Most typewriter ribbons will keep well for at least a year, but after that time the ribbons not only are apt to dry out, but the cloth may deteriorate because of the action of the ink on the fabric. A dealer can feel safe on any ribbons that have been in stock not longer than a year or perhaps a year and a half.

Because of the various kinds of machines necessitating ribbons on different spools to fit these machines, a dealer requires a good stock of ribbons of all kinds (colors and record and copying) in order to be in a position to supply the requirements, and as nearly every machine requires a different spool, it will be seen that a large variety is needed. To partly overcome this difficulty, it is well for a dealer to have a rewinding machine, providing his business will warrant it, which will enable him to rewind ribbons from Remington spools into Underwood spools, etc., as required. Ribbons for Remington, Underwood, L. C. Smith, Monarch, Royal and others are all one-half inch, so that ribbons wound on any of these spools could be used on any of the other spools.

When it is considered that the ribbon on a typewriter is the most important part of the typewriting equipment, and the cost of even the best typewriter ribbon is small in comparison with the cost of the machine, upkeep, etc., it should be borne in mind by dealers that cheap ribbons are really expensive, and none but the best grades should be sold, even though the price is a little more.

Raw Materials

The paper or tissue mostly used in the manufacture of typewriter carbon are 4 pounds or 7 pounds, meaning that a ream of 500 sheets in size 20 inches by 30 inches, weighs 4 pounds or 7 pounds, for the light weight and standard weight, respectively. The tissue known as medium weight is between these two and weighs 5½ pounds.

Heavier tissues, such as are used for billing carbons and pencil carbons, are all practically made of American tissues. These are 7, 10, 14 and 20 pounds for pencil and 10, 14 and 20 pounds for billing.

The best tissues for carbonizing, especially the light weights, are imported from England for the reason that American paper manufacturers are just beginning to perfect light weight tissues for use in manufacturing carbon paper. It is necessary for this tissue to be free from pin holes, otherwise the ink would go through the holes and spread onto the back of the sheet. Another difference is in the absorbing qualities of the paper, and unless the tissue will allow the ink to penetrate through the coating it stays nearly on the surface and the wear of the carbon sheets is not so good.

Typewriter ribbons to-day are much different from the typewriter ribbons of fifteen years ago, when thick, sticky oils,

IN RIBBONS AND CARBONS?

etc., were used, whereas to-day the best ribbons are made of entirely different ingredients and writings made with these ribbons are sharp and clear, clean and non-rubbing and do not dry out within a short time. The cloth used for the best grades of ribbon is imported English fabric that runs over 300 threads to the square inch, which means not only for long wear, but fine, even texture.

We are not positive about the date of the first manufacturer of typewriter ribbons, but, of course, it corresponds with the date of the manufacture of the first type writer constructed for a ribbon instead of a pad. This typewriter was the Remington, the old blind machine, and I believe it was put on the market forty years ago. When typewriter machines were first in use, copy ribbons were used almost exclusively, because correspondence had to be copied in a letter press book. About thirty-five years ago carbon paper began to be popular, but carbon paper did not come into general use for the making of copies of correspondence until about twenty to twenty-five years ago.

The first carbon paper was inked sheet by sheet, by hand. A man stood over a steam table on which he kept his ink in a melted condition, and he applied this ink with a plush brush on the tissue. It was necessary to rub over the tissue at least three times to thoroughly coat the paper, and it will, therefore, be readily appreciated that the cost of manufacturing carbon paper in the early days was almost prohibitive.

To-day the tissue from which carbon paper is made is wound on cores, and these rolls are placed on a shaft on a carbon machine, which is threaded around several steel cylinders of different temperatures, and finally wound on a drum.

One of the steel cylinders revolves through a pan of ink, which is kept at the melting point by steam, and as the paper passes over about four inches of this cylinder it picks up the ink, which is evenly distributed either by brush or equalizer—a rod wound with wire. The space formula is so constructed that when the paper is finally wound on the last drum it is ready to be cut and shipped. There is no interleaving and pressing to dry it out, as under the old process of twenty-five to thirty years ago.

The differences in varieties are primarily weight of tissue before it is coated. For instance, paper which weighs 4 pounds to a ream of 500 sheets, 20 inches by 30 inches, is known as light weight. All 4-pound light weight papers are imported from the Crompton Mills in England, and this is one reason why this class of paper is so expensive to-day. There is no 4-pound paper made in this country.

The stock should be kept in cabinets. Your manufacturer will supply them or they can be made at small expense, or shelve boxes can be used. Ribbon and carbon stock should be close together.

You will find the greatest success in the sale of recognized advertised brands—and highest quality goods only—the carrying of one brand and grade simplifies your stock, too.

Urge the sale of coupon books. Instruct your people to increase single ribbon or box of carbon paper sales to half dozen or dozen purchases, and customers of this amount to gross or one-half gross lots and one thousand and greater amounts in carbon paper.

When an out-of-town customer orders a ribbon or a box of carbon, use a rubber stamp or typewrite on his invoice something like this: "Ask us how to save money on this invoice by buying a coupon book to be exchanged for typewriter ribbons and carbon papers."

In dealing with the large users follow up with constant calls by your salesmen and by letters with samples.

Adjust every complaint immediately so that your total number of customers will increase.

The next weight is 5½ pounds to the ream. We manufacture a very excellent grade of 5½-pound paper in this country, known as domestic lightweight, and there is also a 5½-pound paper made at Crompton Mills.

The standard weight of 7-pound paper is the grade used for general correspondence, and for the making of three or four copies. This weight is also made by the Crompton Mills in England,and there are innumerable varieties manufactured in this country. For instance, the papers grade from the ordinary manilla, which is mostly wood pulp, to the best grade of either white or colored tissue made with a large proportion of linen rags and hemp.

The 10-pound paper is used principally for pencil or billing carbon and is made in England and this country.

The 15-pound and 20-pound paper is used both for billing and pencil.

The heaviest paper, which is used for carbon making, is a 40-pound, based on a 26-inch by 39-inch ream of 500 sheets. This is used principally for tracing, or for the carbonizing of printed forms and is frequently known as graphite paper.

There are several grade of Crompton tissues in all weights and there are innumerable grades as to ink formulae.

The price of a finished carbon sheet depends upon the cost of the tissue and the cost of the formulae, which may be a very cheap one for the ordinary pencil use or a very expensive one made with high-priced colors for producing the very best results on the typewriter, and it is the combination of the selected tissues and the chemically correct formula, which produces the best carbon paper. This may be a standard weight of 7-pound sheet for general corespondence or two or three copy work, or 4-pound paper for ten to twenty copies, known as manifolding carbon.

Typewriter ribbons are made of all grades of cotton material. The best cotton is milled in England, although we manufacture in this country several very excellent fabrics suitable for typewriter ribbons.

The method of manufacturing the cotton, the grade of cotton used in the cloth, the fineness of the threads and the number of threads to the square inch, determine both the price and the quality of typewriter ribbons. The cost of the ink is insignificant by comparison. That is to say there is not so much difference in ink as to materially affect the prices of the ribbons. The cost is almost entirely controlled by the fabric and the labor.

A typewriter ribbon fabric may be used which averages as low as two hundred threads to the square inch but the best fabrics average 296 and 310 threads to the square inch.

The finer the material used in the ribbon the sharper will be the copies, and more durable the ribbon. Typewriter ribbons are manufactured by running the cloth through a series of revolving cylinders which are inked either automatically or by the machine operator, and the pressure put on the cloth determines the grade of inking which can be regulated anywhere from extra light to extra heavy, about seven graduations.

The early method of manufacturing ribbons was to run the cloth through a basin of ink, saturating it, then squeezing it between wooden cylinders, and finally winding it up with a roll of absorbent paper which was supposed to take out the excess ink. Sometimes it was necessary to rewind it with the paper several times, and as the pressure on the inside of the roll was necessarily stronger than on the outside the typewriter ribbons made by this old fashioned method were not dependable for uniformity. To-day all up-to-date machines are equipped with a device which standardizes the variety of inking put out by the individual manufacturer and these inkings can be duplicated by setting the device at a certain point.

After the ribbons are inked they have, of course, to be spooled on the spindles which fit the various machines, and this is all done in up-to-date factories by electrically driven spooling machines.

The Trade in Pencils and Pens

National Display Week is Planned—No Changes in Cost Prices in Sight—Reforms in Packing and Marking

WHEN the Canadian stationers eventually organize a nation-wide body it will be well to keep in close touch with the activities of the National Association of Stationers of the U.S. Meanwhile the whole trade is benefiting by the work being accomplished by that organization. Following are some extracts from the report presented at the convention in St. Louis, Mo., by the special committee on pencils and pens:

"The conditions which manufacturers of pens and pencils are confronted with are much the same as other manufacturers', with which conditions we are all more or less familiar, and we believe from their reports that conditions, generally speaking, are a little more stable and that the prospect of catching up in production is a little more hopeful.

"A change in cost prices, either up or down, does not seem likely for a while at least.

Elimination of Numbers

"Many dealers came to believe even before the war that in many lines of goods handled by the stationers, there were a large number of superfluous items that could well be eliminated to the great advantage of manufacturer, dealer and consumer, and as you know, our Association had taken steps to bring this about in some lines, and then when the war was in progress we were in many instances compelled to cut down our lines in the interests of economy and production until now we have nearly all come to like it and see the great advantage of it.

"We, therefore, have taken up the question of further elimination of numbers both with the manufacturers and dealers, and we find manufacturers ready to go further in this matter where possible, but they are rather inclined to the opinion that there is not much room for further cutting down.

"On the other hand, a majority of dealers feel that they would like to see more numbers eliminated, especially of pens, so that your Committee would recommend that just so far as possible, more numbers be eliminated in both pens and pencils. It is a sure thing that no less quantities of pens and pencils will be used, and manufacturers will be enabled to increase production on the numbers left, and dealers will be relieved of that much more detail, and consumers just as well pleased, especially if we dealers will take the pains to explain the situation to consumers who may feel the loss of an item here and there.

National Display Week

"Your Committee realizes that if display weeks were multiplied too far there would not be enough weeks in the year for all the lines carried by commercial stationers, but we all do devote some time and window space to pens and pencils, and if a concerted effort should be made to make out displays, at least once a year, on one certain week and make a special effort to call the attention of the public to the economy and satisfaction of using the better grades of pens and pencils, and at the same time have this effort backed up by the manufacturers in window display material and national advertising, it seems to us that so common an item as pens and pencils might be brought to the attention of the public in such a commanding way as to have a very advantageous effect, both as to sales and the satisfaction and economy of using better pencils.

"From the replies to our question, the sentiment is largely in favor of it, and so we feel like recommending Labor Day week in September as a national display week for pens and pencils, displaying them both together.

"We cannot leave this subject, however, without reminding ourselves that from every standpoint of manufacturer, dealer and consumer, the most satisfactory and most economical and best service is always secured from the better grades.

Packing and Marking

"Packing and labeling pens and pencils is a very important detail that needs our constant, careful and thoughtful attention, as well as in all other merchandise we handle. To have an attractive package and at the same time a substantial one that will stand the constant handling and serve well its purpose until the consumer uses up the last piece, and also not be so expensive as to make the goods cost more than they ought, is not always an easy problem and one on which it is easy to draw the line.

"From the reports of the questionnaire which we sent out, the following seems to be almost unanimously agreed by our dealer members, viz: That the present method of packing pencils, one dozen in a box, six boxes in a carton for the better grades, and one dozen wrapped, six dozen in a carton for the cheaper grades, is satisfactory; that it would be a great advantage to have all pencils put up in a standard width box; that it would be a great advantage to have each manufacturer use a distinctive label for all his products so that at a glance a dealer would know from the color of the label, or the style of the type, or some prominent characteristic, that the contents of that box were the product of a certain manufacturer. This is true, you know, of some other lines of our merchandise.

"There are two matters of labelling that our dealers seem to favor generally, namely, that on the cover of the box the manufacturer print some of the particular uses to which the contents of that box are especially adapted, and that in case of imperfect goods having gotten out through oversight, that the manufacturer and dealer both stand ready to make good in a way most convenient to the consumer. This would add confidence to the product and make the consumer feel that he was being cared for."

TWELVE THINGS TO REMEMBER

The value of time.
The success of perseverance.
The pleasure of working.
The dignity of simplicity.
The worth of character.
The power of kindness.
The influence of example.
The obligation of duty.
The wisdom of economy.
The virtue of patience.
The improvement of talent.
The joy of originating.

SUCCESS RECIPES

1. Increase your earnings.
2. Decrease unnecessary expense.
3. Save your money.
4. Invest—don't gamble.
5. Make family budget.
6. Work hard
7. Study business.
8. Take good care of your health.
9. Pay cash for everything.
10. Increase your credit balance.

FOR WEE CHILDREN

From Henry Altemus Co. have come for review several new books for children, comprising the following wee books for wee children:

The Cock, the Mouse and the Little Red Hen.

Grunty Grunts and Smiley Smile Indoors.

Little Mousie Mousiekin.

Little Bunnie Bunniekin.

The Little Puppy that Wanted to Know Too Much.

These bedtime stories make strong appeal to the child imagination. They tell about fairies and birds and animals, with plenty of colored illustrations that picture them attractively.

Identifying the Retailer's Trade Friends

This is Food for Thought on the Part of Retail Merchants and For Distributing Houses

IT is most advisable for retail stationers to keep close tab on the principles and practices of the manufacturing, wholesale and other concerns who seek their trade.

As a starter it is a pretty safe bet that the retailer will place his confidence in firms whose advertisements he finds regularly in the trade paper.

The retail stationers and booksellers know that this paper, with its thirty-six years' standing, is the best sort of champion of their interests and it is only natural, therefore, that they should look upon the firms whose advertisements they see regularly in Bookseller & Stationer, as **their best trade friends.**

The dealer who entrusts his orders with firms whose advertisements he sees in Bookseller & Stationer, will have no cause for regretting such action, because this trade paper safeguards their interests.

This is just one more indication of the intrinsic value of having, in any trade, a specialized trade paper serving its interests as Bookseller & Stationer does in its relation to the retailers engaged in the book, stationery, toy and other associated lines.

The retailer's confidence is not misplaced when he obeys the impulse to reply to advertisements of the manufacturers, publishers or other wholesale distributing firms appearing in Bookseller & Stationer and all the retailers will do well to keep this point in mind, realizing that it is to their interests to buy from known friends of the retailer.

In this matter of the impressions derived from these advertitsements, it is true, of course, that the effect of the argument in the advertisements does not always crystallize in the form of written orders immediately despatched to the firms advertising. As a matter of fact the reverse is true because by far the greater proportion of results from advertising in the trade paper culminate at the time the travelling representatives of the advertisers call upon the retailers in their stores.

The trade paper is the natural link between the legitimate distribution houses and the retailer. The word legitimate is used advisedly in its trade sense. What it is meant to imply is that firms who abuse the confidence of the retailers by selling direct to consumers, at the same time having their travellers seek orders from the retailers, are not to be considered legitimate trade distributing houses. In this connection it is a fact that wholesalers who are among the oldest firms in the country are guilty of thus abusing the confidence of the retailers. It is significant that they are not among the concerns whose announcements appear in Bookseller & Stationer.

Here's a Line to Take Up For 1921

Drawing Materials and Artists' Supplies—Big Possibilities in Selling Blueprint Paper—What One Live Ontario Retailer is Doing.

IT is a fact that some stationers now strongly featuring drawing materials, draftsmen's requirements and artists' supplies are making enough money from this one branch to pay their store rent for the year.

The volume of business they do with blue print paper, for commercial requirements, is surprising in its large volume and big business is done with artists' supplies, both for amateurs and professionals. It is up to other stationers to fall into line in catering to the people who require these goods. If they do the practice of manufacturers in selling direct to consumers will disappear. This handicap will not be overcome until the manufacturers get from the retailers the co-operation to which they are entitled.

Dealing with this branch of trade the special committee on drawing and artists' materials of the National Association of Stationers reported at the recent convention at St. Louis, Mo., as follows:—

"Surveying instruments, levels, transits, level rods, range poles, band chains, steel and linen tapes, when not sold direct by the manufacturers, are usually sold through hardware stores.

"This leaves the stationer to supply principally the architects, draftsmen or artists.

"Stationers who handle these lines find their principal competition in small and sometimes large manufacturers, who feel compelled to sell their goods direct to the consumer. This has evidently discouraged many stationers from putting in a large line, so technical and full of intricate detail. There are more than a hundred manufacturers of blue print paper in the U. S. alone, who sell their product direct to the consumer.

"It requires a very limited capital to became a manufacturer of blue paper, etc., and as fast as one is converted another heathen is born.What success has attended the stationers who have the temerity to put into stock a large and varied assortment of these goods, taking their chances on a demand or sale, has been principally due to their persistence in making appropriate window displays and keeping their wares constantly before the buying public.

"The manufacturers seem to be hopelessly behind in filling their orders. The Government, for several years during and after the war, took such a large proportion of the manufacturers' output that it now seems impossible for them to catch up to the increased demand occasioned by the wave of road building and other industrial developments now sweeping the country.

"No lowering of prices is as yet upon the horizon. In fact, further advances are more than likely, since the manufacturers seem to be getting further and further behind in filling their orders."

This, to say the least, is a pessimistic report but, as indicated by the opening paragraph of this article, there are retailers who, in spite of all existing handicaps, are doing a most profitable and extensive business in this line.

One of these is J. C. Jaimet, of Kitchener, who is most enthusiastic about the volume of his trade in these goods, done this year.

The retailer who puts forward the right sort of effort can depend upon getting fair treatment from the manufacturer.

CAN MORRIE MAKE GOOD?

Raymond Hitchcock is telling a story these days to everybody he can catch. It's about a certain motion picture magnate, long on business ability but short on education, who gave Maurice Maeterlinck a commission to write a film scenario for him. When the author of "The Blue Bird" sailed for Europe the film man saw him off.

"I hope I'll be able to write something acceptable," said Maeterlinck, at parting.

"Morrie," came from the film man, slapping the famous author on the back, "I got a hunch you'll make good."—N. Y. Evening World.

Tax Removal Will Boost Business

Sporting Goods Trade Will Pick Up—Tax Remains on Playing Cards—Will Help Phonograph Sales.

WHILE the book and stationery trade had not been as hard hit as other retail stores by the imposition of the luxury tax, there were several lines having big sales in these stores, that bore the tax. The benefit to the booksellers and stationers however, is more far-reaching than that because, beyond question, the removal of the tax will help retail trade in general.

Unfortunately the tax on playing cards remains.

J. E. Walsh, general manager of the Canadian Manufacturers' Association, said that the removal of the tax would have a splendid effect on business generally, and would stimulate it very materially. There were certain lines at an absolute standstill which would pick up. The manufacturers would feel the beneficial effect also, he said. Taxes on many so-called luxuries had a certain effect on the public, he observed, and no one would buy them. He looked for an immediate result in the business world. The unemployment situation, he thought, would be alleviated materially by the new ruling.

Sporting Goods

A Toronto sporting goods dealer, referring to the unfairness to youngsters in being required to pay a tax on sporting goods, said the removal of the tax would be welcome news to the youth throughout the land. Baseballs and bats up to a value of $2 were exempt, but all other articles of a value in excess of 50 cents were taxable. It meant that sport, instead of being encouraged, was discouraged. Sportsmen in all walks of life, while seldom refusing to pay the tax, invariably complained of its unfairness.

Even snowshoes, sleds, toboggans and other articles used for purposes quite aside from sport were subject to the luxury tax. There was no tax on toys, no matter what the price, whereas the purchaser of dumb-bells, bar-bells and "exercisers" was compelled to pay for his "luxury."

Dealers assert that business will be helped by the removal of the tax and that the production of sporting goods will be increased to meet the greater demand which will inevitably follow the action of the Government.

Talking Machines

F. A. Trestrail of the Musical Merchandise Sales Co., pointed out that the retailers had already paid the tax on talking machines now in the stores, so that no reduction could be looked for immediately, as the tax-free instruments would reach the retailers only after purchases after December 18. The amount of reduction in the price of musical instruments was not the thing of importance. The important thing was that the public would not buy because a tax was there, and now that the tax was gone that objection was removed. Other businesses would similarly benefit, he thought.

Leather and Fancy Goods

The removal of the luxury tax came rather late to be any big help as regards purchases for Christmas gifts as most of the purchases of this variety of goods had already been made. However, the sales in the aggregate in the stores of Canada of the different items coming under this heading mount up to a big total and consequently saved the people a lot of money and created sales for the merchants that would otherwise have been for inferior goods or passed up altogether. Summing up the effect, therefore, it has already proved a big help to this trade and will be even more beneficial in its effect upon the retailers' buying for 1921 trade and consequently will result in a far greater volume of manufacture of these goods in the coming year.

The specific items of this class that had been subjected to the luxury tax were:

Gold, silver, ebony and ivory toilet-ware.

Silver and gold deposit ware.

Gold and silver pocket knives and pencils.

Articles of silver, not otherwise provided for in the Finance Minister's resolution, adapted for home or office use.

Purses and pocket books, in excess of $2 each.

Shopping and hand-bags in excess of $6 each.

Cut glassware.

Cigar and cigarette holders and pipes in excess of $2.50 each.

Cigar and cigarette cases, ash trays, and match boxes of gold and silver.

Humidors and smoking stands.

Cameras weighing not more than 100 pounds.

Strengthen Your Position in Loose-Leaf

Stationer Alive to His Future Welfare Will Not Neglect This Branch, Which is Now a Major Line.

"AS a suggestion to the manufacturers we would recommend their going over the lines carefully with the idea of eliminating sizes and styles. We believe in standardizing on fewer sizes and styles. This would make it possible for the dealer to carry a smaller stock and undoubtedly would be an advantage to the manufacturer."

The foregoing is an extract from the report of the special committee on loose leaf goods, at the convention of the National Association of Stationers, of the U. S., at St. Louis.

This trade reform is likely to come about in keeping with the similar trend as regards bound blank books. It will be beneficial to the retailers and it is probable that whatever course is adopted by U. S. manufacturers will be adopted by the loose-leaf manufacturers of Canada as well.

"Your committee suggests to the manufacturers who use two sets of numbers on their binders, that they abolish this system of double numbering which has been found confusing to our customers. Not knowing which number to use they invariably pick the wrong one in re-ordering."

A great many complaints have been made against the non-filling of orders, but considering the adverse conditions under which the manufacturers have operated, they deserve a few words of praise for doing as well as they have done.

Stock is considerably below normal. Raw material is scarce and many delays are encountered by the manufacturer when he endeavors to get material he needs specially. Frequently he has to resort to substitution.

With the general settling of prices in a downward direction, relief may be looked for before many months in this branch of trade but as yet prices are firm. This should not retard the efforts of retailers in keeping right after this business. All that is necessary is to keep purchases within bounds, but at the same time they should not be so skimped as to result in missing sales by not having the goods in stock.

Loose-leaf has become the vogue in the business world to such an extent that the retail stationer who fails to keep pace with its development is inviting trouble that will inevitably result in competition that will not only corral the loose-leaf trade but will threaten his stationery business as a whole.



Books

BOOK TRADE GOSSIP

The Prince of Wales is reported to be writing a preface to a book of photographs taken during his trip, which will be sold for the benefit of a blind soldiers' hospital.

In connection with the popularity attained by Beverley Baxter with his "Blower of Bubbles," and especially his new novel, "The Parts Men Play," it is interesting to chronicle the fact that he was born in Toronto, and became something of a musical prodigy, travelling about Canada and appearing as an alto soloist in a large choir at the age of ten. When the war came he crossed the sea as a lieutenant in the 122nd Canadian Infantry Battalion; was afterwards transferred to the Canadian Engineers; saw service in France with the Signals of the First Canadian Division, and was invalided out in July, 1918.

Mr. Baxter was called to England by Lord Beaverbrook, one of the great newspaper owners of London, and is now on the editorial staff of the Daily Express, one of the largest dailies of the Empire.

SHAVIANA

Bernard Shaw's play, "You Never Can Tell," was produced at the Hart House Theatre in Toronto last month. Shaviana occupies an important place not only in the theatrical world but also in the book trade. In a short outline of Shaw's colorful career Professor DeLury at the Hart House Theatre referred to the prevalent misunderstanding of Shaw on the part of many unthinking people and said that, in the early nineties, when his work was just recognized, the drama of England was plodding stupidly along under the millstone of that dominant insipid romanticism which it was pleased to consider tradition. Against this, as against all hampering conventionalism, the subtle Shavian pen launched a brilliant campaign, with the result that a new tradition, that of cleverly educating while still entertaining, had been established for the drama.

Prof. DeLury declared that the domination of the past in education as well as the theatre was a great mistake; this had been recognized by Shaw in all his works, and his idealism for the future impressed on his audience by skilfully caricaturing the present-day weaknesses of society had been an important factor in his success.

DISCERNING THE TIMES

From James Clarke & Son, London, publishers, comes Dr. John A. Hutton's "Discerning the Times." Dr. Hutton is never commonplace. Flashes of rare insight into spiritual experience, the opening up of unexpected aspects of some familiar truth, the exploration of hidden pathways of the life of the spirit make the reading of this volume of essays at once a refreshment, a religious tonic and in the best sense a delight. The main thought that lies behind the whole series is that after the war we are living in a time of great spiritual opportunity and possibility. What is needed is that the church, that all Christian people, should



F. O. CALL.
Author of "Acarthus and Wild Grape."

be able to read the signs of the times and turn the great crisis to a happy issue. It is to help them that Dr. Hutton has written these essays bearing on various aspects of personal and national life.

CONRAD

Madge Macbeth, in an address on "Joseph Conrad," before the Women's Canadian Club, at Ottawa:

"I should like to begin by claiming Conrad as the greatest living novelist," she declared, "if I did not know that it was absurd to pass judgment on any living writer. To his credit are two reminiscences, thirteen novels and three times as many short stories. He is not a popular writer, and many are unfamiliar with him, indifferent to him, or even antagonistic towards him. To this I can only say that he is an acquired taste, like olives. When you have read two of his books then you begin to like him."

BEST SELLING BOOKS IN CANADA

Fiction

The Top of the World. Dell	134
The Prairie Mother. Stringer	80
Imperfectly Proper. P.O'D.	64
The Valley of Silent Men. Curwood.	58
Dennison Grant. Stead	56
Black Bartlemey's Treasure. Farnol.	12

Non-Fiction

Now It Can Be Told. Gibbs	100
Autobiography of Margot Asquith.	30
Outlines of History. Wells	16
Touchstones of Success	16
England to America	16
The Labrador Doctor. Grenfell	12

ACCEPT OUR THANKS

To those booksellers who have been so faithful in sending in monthly reports of best-selling books, the sincere thanks of "Bookseller and Stationer" are due; and it is hoped that others will join this year in still further strengthening this valuable guide for the book-trade of Canada.

A WILY DANE

Peter McArthur, author of "The Affable Stranger," a short time ago received a flattering postcard from Denmark, in which the writer told him with many ingratiating compliments how his poems had been a great solace to a lonely Danish soldier who was patrolling on the frontier during the Great War—and would Mr. McArthur send him an autographed copy of his poems, which the ex-soldier would prize among his most valued possessions? Naturally, Mr. McArthur was very much gratified. But he has been a newspaper man, and having associated much with politicians he confesses to a low, suspicious nature. He began wondering how the lonely Danish soldier got his home address, which is not given in the book of poems. Presently he remembered an anthology in which his address is given, and on consulting it found that it was identical with that used by the soldier. That gave him an idea. He wrote to his friend Arthur Stringer, and asked him if by any possibility his poems had given great solace to a lonely Danish soldier patrolling the frontier during the Great War. Then he told of his suspicions. By the next mail he received a humorously wrathful letter from Mr. Stringer acknowledging that his poems had also comforted "The Melancholy Dane." Inquiry soon established the fact that the Danish collector had written in the same strain to every Canadian author represented in the anthology.

Olive Schreiner, author of "The Story of a South African Farm," and other notable books, is dead.



Selling Points About Timely Books

FIVE-FOOT SHELF OF BOOKS

The latest five-foot shelf of books is the selection made by an immigrant girl of fifteen, who came to Canada from Russia and soon after her arrival came under the influence of the Children's Department of the Toronto Public Library. This shelf of books was shown at this year's exhibition of children's books at the Central Library, on College street.

The thirty-six books in the collection comprise "Uncle Tom's Cabin," "Poems of To-day," one of the best collections of modern poems; "The Collected Poems of Alfred Noyes," "A Little Boy Lost," by W. H. Hudson; "When Canada Was New France," by George H. Locke; Longfellow's Poems, five plays of Lord Dunsany, "The Emperor of Portugallia," by Selma Lagerlof; "The Garden," by Anthony Trollope. The Letters of Charles Lamb, "David Copperfield," ten volumes of Shakespeare, each containing several plays; "Guy Mannering." "Jane Eyre," Thackeray's "Esmond" and "The Newcomes," "Les Miserables" in two volumes. "Prue and I," two volumes of Lamb's "Essays of Elia," Lord Lytton's "Last of the Barons," Washington Irving's "Sketch Book," "Persuasion," by Jane Austen; a flower guide, a bird guide, and "In Memoriam."

HILL'S LINCOLN

John Wesley Hill's "Abraham Lincoln: Man of God," comes from Putnam's. The notable feature is the biographer's delineation of Lincoln's character in the light of the mingling of goodness and greatness. Dr. Hill leaves no doubt as to Lincoln's religious attitude. A man of God emerges into view as the narrative sweeps on to its climax.

WITHOUT MERCY

John Goodwin's novel "Without Mercy," published by Putnam's, tells the story of Mrs. Garth, a genius of finance, a personage in the social world and head of a great banking firm, who is determined that her beautiful daughter shall not marry Sir Melmoth Craven, of the sinister Sternberg Syndicate. He, equally determined, and humiliated, plans revenge, not suspecting that Mrs. Garth, under another name, heads Gordon's, Ltd., a notorious and powerful money-lending establishment. A story full of thrilling situations and exciting incidents.

BOOK ABOUT WILSON

Joseph P. Tumulty will write a book on the personal side of President Wilson's eight years in office. Tumulty feels that the public generally has not recognized the human qualities in the President and that this side of his nature should be told. Different publishers have made him offers for the M. S.



ETHEL PENMAN HOPE.
Canadian author who is represented with a new novel published in the past season.

AERONAUTICS

Commercial aeronautics form the basis of George S. Wheat's book "Municipal Landing Fields and Airports," published by Putnam's. It is an effort to present to the public in concrete form the entire problem involved in the creation and administration of flying routes, landing fields, and airports.

General Menoher, Chief of the Army Air Service, and Captain Craven, Director of Naval Aviation, have gone into the reasons for these flying routes, landing fields, and airports in two splendid chapters.

THE SACRED WOOD

From Methuen's, of London, comes a copy of T. S. Eliot's, "The Sacred Wood." This book includes essays on Dante, Swinburne, Blake, the Contemporaries of Shakespeare, on Poetry, Poetic Drama, and the Criticism of Poetry. Taken together they form a study of past poetry which will assist in the appraisement of the present.

JAPAN

Putnam's have put out an interesting book on Japan in the work of Katsuro Hara, entitled "An Introduction to the History of Japan." This work not only furnishes a synopsis, but gives a general sketch of the history of Japan. It is intended for those readers who would like to dip into the past, as well as peer into the future, of that wonderful country, Japan, not as a land of quaint curios and picturesque paradoxes only worthy to be preserved intact for show purposes, but as a land inhabited by a nation striving hard to improve itself, and to take a share, however humble, in the common progress of the civilization of the world.

THE MARRIAGE FEAST

"The Marriage Feast," by Marie Tudor Garland, is a volume of poems published by Putnam's, presenting some good work, notwithstanding the rather pessimistic tone of some of them and the tendency to ascribe to men perhaps more than the measure of mankind's shortcomings, for which they are justly responsible, an indictment heavy enough, God knows, without unduly magnifying it.

DORIAN HOPE

Still another new volume of verse from Putnam's is "Pearls and Pomegranates," by Dorian Hope, whose work is well typified by this opening poem:

Liberalism

My spirit's voice was dumb with too much peace,
Till grief came quietly, with its release.
I shall grow wise with questionings again,
That set me singing beauty out of pain.

HYDRO DEVELOPMENT

In these days when the hydro power question is such a live one, special importance attaches to the appearance of "Hydro-Electric Development in Ontario," by E. B. Biggar, published by the Ryerson Press. It is a book of 200 pages presenting the history of water power administration under the Hydro-Electric Power Commission of Ontario.

FIR TREES AND FIREFLIES

A new volume of poems published by Putnam's is Carolyn Crosby Wilson's "Fir Trees and Fireflies." Notable among the poems are a series of creditably done sonnets which are suggestive of the poems of Ella Wheeler Wilcox.

NUMBER THIRTY

The publication of "Number Thirty," written by Edward A. Jones before the war, was purposely delayed until the present. In giving reasons why the time was not ripe before for publishing this book the author said that the war had annihilated the public demand for fiction until a short time ago. The extraordinary post-graduate course in the history and geography of Europe afforded by the war took up the leisure of men, women and children. There was a suspension of interest in everything else. Then, after the war, there was a big international drunk (in spite of prohibition.) There was time only for joy and jazz, according to Mr. Jonas. In America there was so little mourning that it did not clash with this hilarious living. The money easily and sinfully got was easily and sinfully spent.

"We are now," continued Mr. Jonas, "emerging, all of us a little shell-shocked, perhaps, even a trifle ashamed, from this post-war riot, in which excellent mood of near-repentance, religion has very wisely come along to glean and garner."

"Number Thirty," the house in London, where Chivvy, Mr. Jonas' very young and human hero, was born, is still standing in London, and has still the air of friendly and romantic importance which Mr. Jonas constructs so vividly for it. The house of Charles Dickens is just round the corner, the British Museum throws its weighty shadow nearby, the square is fairly running over with the stately Victorian tradition and the distant rumblings of the quarrels between Gladstone and Disraeli. It would be impossible for young Chivvy—with his doubts and mental detours, his singular propensity for turning up the wrong road and staying there, clamoring all the while that it is the right one—not to find an interesting conflict in such an atmosphere. And Chivvy does find his conflict and win through—or thinks he does, which, according to Mr. Jonas, "is all one and the same thing."

LITERATURE AND LIFE

Mrs. Mary Austin will lecture this winter before the Rand School on "American Literature as an Expression of American Life." Mrs. Austin, whose "Twenty-six Jayne Street" is the latest of her series of American novels, is not herself a Socialist, but has become convinced that much of the social unrest of the half-Americanized is due to their not being able to find any suitable medium of expression.

NEWS FROM LONDON

Of unusual interest to book lovers generally, as well as the whole great fraternity who write, make, and sell books, is the announcement that Doubleday, Page & Co. have become partners in the firm of William Heinemann of London. This house was founded in 1898 by William Heinemann and Sydney S. Pawling, and has been conducted successfully by these two partners until the death of Mr. Heinemann last October.

POSTPONED

Marie Corelli's new book "Lives of Long Ago," which was to have appeared in the autumn, has been postponed for spring publication, as have Hall Caine's "The Master of Man" and Archibald Marshall's "Anthony Dare."

San Francisco. — Frederick O'Brien, author of "White Shadows in the South Seas," has sailed for the South Seas in search of material for a new novel.

WANT DUTY ON U.S. MAGAZINES

At one of the sessions of the Tariff Commission in Toronto, the magazine section of the Newspaper Association, through its president, asked for relief in regard to the handicaps under which Canadian magazines and periodicals have to compete with American publications. He quoted statistics to show that for the year ending March 31 newspapers, quarterly, monthly and semi-monthly magazines, and weekly literary papers, unbound, entered Canada to the amount of $2,010,310, on which no duty was paid. The duty on unprinted paper is 25 per cent., and if the same rate of duty were imposed on the printed product of foreign magazine and periodical publishers brought into Canada the revenue of the Customs Department would be considerably increased. If the 25 per cent. duty were applied to the value of raw paper in foreign magazines and periodicals coming into Canada, this in itself would tend to relieve the competitive disadvantage under which Canadian publishers are laboring.

The brief also called attention to the large amount of undesirable literature which is coming into Canada from across the border, and Mr. David produced a number of specimens of such magazines which are of a distinctly suggestive flavor. The magazine proprietors ask for relief from the preferential treatment given to American magazines and suggest a specific duty of 6 per cent. per pound, or 25 per cent. ad valorem, whichever is the greater.

WINS NOBEL PRIZE

Knut Hamsun, once a street car conductor in Chicago, is today the greatest living writer of fiction in Scandinavia. He has just recently been awarded the Nobel Literature prize for 1920.

Libraries Help Book Trade

Province of Ontario Leads the World in Public Libraries—Has Most Advanced Library Legislation

AS AN agency for promoting wider interest in literature the public libraries play a most important part, and, as has frequently been pointed out in these columns, the libraries in the work they are doing benefit the business of every merchant in the book trade. The province of Ontario, in proportion to population, has the largest number of public libraries of any state or country in the world, the total being 425. The other provinces of the Dominion do not make nearly so good a showing, and it is up to the booksellers in these other provinces to use their influence toward the organization of new libraries. To look upon the establishment of a public library in a community as being inimical to the interests of the retail book business is a narrow view to take, and those who harbor any such delusion should look anew into the whole question and intelligent investigation cannot fail to result in appreciation of the fact that the public library in its influence, increases not only the number of readers of books but also greatly add to the ranks of buyers of books.

In the public libraries of Ontario, as pointed out by W. O. Carson, provincial inspector of public libraries, in an address at the Otttawa Library Association, over 6,000,000 books had been borrowed last year, and one of the chief features of the modern movement was the employment of trained librarians.

The Ontario Department of Education had trained 175 persons to become librarians in the past five years. There were 42 in training now at Toronto, three being from the Ottawa district. They even had one from China, and four provinces were represented at the school.

There had been an increase of 50 per cent. in the patronage of public libraries in the last five years.

One characteristic, said Mr. Carson, of the best libraries was the absence of fads. Their libraries directed their attention almost exclusively to carrying out the functions of public libraries. Their better libraries emphasized the reference service more than libraries of the same size in other countries. Children's work, too, was calling for a large number of trained librarians.

Mr. Carson eulogized the Drury Government for its 1920 library legislation which provided ample opportunity for all public libraries to win success.

Children's Book Week a "Double-Header"

Some Booksellers in Toronto Observed Same Dates as Children's Book Exhibition While Others Used Same Dates as in United States.

CHILDREN'S Book Week has come and gone and it is encouraging to be able to report that it has been a greater agency this year than ever before in promoting the Christmas sales of books for children. In Toronto, the exhibition of children's books at the Central Public Library, elsewhere referred to in this issue, had a most beneficial effect in spreading interest in books for children and some of the book stores and book departments observed Children's Book Week concurrently with this exhibition, while others used the some dates as the U. S. Children's Book Week, utilizing the window posters and other advertising matter supplied by the Children's Book Week Committee of the American Booksellers' Association. In this connection the thanks of the Canadian trade are due to Chairman Melcher for his thoughtfulnless, giving full consideration in the matter of Children's Book Week supplies to requests from book dealers in Canada.

Following is the text of Mr. Melcher's report to the Association:

Now that the second national Children's Book Week has passed into history, the Chairman of the Committee would like to express in print his appreciation of the enthusiastic support that was received from all sides and which made it a week of really national scope. The experiences of a year ago made it possible to build on a little wider plane, and the carrying out of increased activity was made possible by the American Booksellers' Association, which voted to take from its funds a sufficient amount to pay for an executive secretary from the first of August until that Week.

All who had to do with the organization of the publicity work would wish to join the Chairman in expressing their appreciation of the remarkable work done by the executive secretary of Children's Book Week, Marion Humble, who came from the American Library Association publicity work to take this temporary connection with the book-trade. Miss Humble's enthusiasm for the project, her remarkable eye for publicity opportunities and unflagging efforts in carrying the details along have been greatly responsible for making the Children's Book Week a larger success than last year.

The special publicity that went out in such large quantities to all sorts of mediums in every part of the country was prepared under a committee organized by Harry E. Maule, of Doubleday, Page & Company, and contributions of exceptional value were obtained from important authors and were placed through this committee in important magazines and newspapers all over the country and in hundreds of columns where people found the message of children's books of news value. The help of Mrs. Lowell Brentano on this publicity committee should also be recorded, as no one in the work had a greater enthusiasm for the enterprise nor a quicker vision for opportunities for publicity.

Franklin K. Matthews, Chief Scout Librarian, the godfather of this movement, gave his constant attention to the direction of the work and the invaluable help of a trip of several weeks' duration throughout the west and south. Annie Carroll Moore, of the New York Public Library, who has from the first seen great possibilities in the joint effort that this Week stands for, has served on the executive committee and given constant advice, as well as untiring help in linking up the librarians of the New York area with the Book Week plans.

The always bothersome duty of Treasurer fell again this year on F. A. Clinch, of D. Appleton & Company, who has carried through the collection and expenditure of all funds and has accounted for the total expenditure of about three hundred thousand dollars, much work for the moderate outlay, a fine testimony to the value of such co-operative work.

The complicated work of arranging for speakers was handled by A. N. T. Van Rensalaer of Henry Holt Co., who gave liberally of his time for this important detail. For the splendid co-operation received from the State Federation of Women's Clubs, we had largely to thank Mary L. Titcomb, librarian of Hagerstown, Maryland, and chairman of the Library Extension Committee of the General Federation of Women's Clubs.

Thanks are also due to many others who have served on the various committees, too many to mention in the short report.

That there is involved in the details of getting out material a great deal of arduous labor for the executive office is shown by a report on what was distributed: 9,000 Jessie Willcox Smith posters, 8,000 streamers for window display, 250,000 stickers for letters, etc., 3,000 circulars of suggestions to booksellers, 3,000 circulars of suggestions to librarians, 4,000 copies of drawings for a home-made bookcase, 10,000 announcement slips for club meeting distribution. The general news story about the Week went to 300 newspapers in October and 300 trade publications.

Similar material went to all State Federations of Women's Clubs and library organizations. Space for Book Week announcement was made in such periodicals as Good Housekeeping, Collier's Weekly, St. Nicholas, and other national magazines, and special stories for the Book Week used in distribution to newspapers all over the country were supplied by such obviously important names as Cardinal Gibbons, Thornton Burgess, Booth Tarkington, Joseph Hergesheimer, William Heyliger, Bill Hart, and many others. Numerous clippings are coming in, showing how widely the material was used, and the Chairman wishes to express his great appreciation to all those in the many fields who have so wholeheartedly cooperated. May we do it even better another year!

FREDERIC G. MELCHER,
Chairman of the Children's Book Week Committee.

BRITISH IN CHINA

"The British in China and Far-Eastern Trade," by C. A. Middleton Smith, M.Sc., is an interesting volume which is intended to interest the British in the development of the vast natural resources of China. The reading of this book leaves the impression that there is reason to be proud of the record of the British in China and also to be sanguine of future trade prospects in that country. The book is published by Constable's, of London.

France.—"Government and Politics of France," by Edward McChesney Sait, Professor of Political Science, University of California, is the fourth volume in the series of Government handbooks, edited by Dr. David P. Barrows, President of the University of California, and Thomas H. Reed, also of the University of California, issued at Yonkers-on-Hudson, New York, by the World Book Company.

The author has made full use of the extensive specialized literature which has appeared recently in France. Noting this, he has not confined his attention to the constitutional and legal phases of the subject, but has included a chapter on political development which reviews the evidence of half a century, laying particular emphasis on those that have affected public opinion most deeply and given direction to party interests. The national parties which furnish motive power to the government but which are all but ignored in French texts, receive adequate treatment. Prominence is also given to electoral activities—registration, nominations, compaigning, corrupt practice and the casting of the ballot.

A Canadian Bookseller Protests

Says British Publishers' Practice of Selling Canadian Rights to U. S. Houses Should Stop

"A CANADIAN Bookseller" has a letter in "The Publishers' Circular," of England, on the subject of British authors and their publishers selling the Canadian rights of their books to U. S. publishers. This letter, together with the added remarks of the editor of "the P.C.," will be read with interest by members of the Canadian book trade. "A Canadian Bookseller," writes as follows:

"Dear Sir,—I think I am voicing the opinion of the Canadian Booksellers, to say nothing of the great Canadian book-buying public, when I say that the iniquitous and unpatriotic habit of British authors and their publishers selling the Canadian rights of their books to publishers in the United States should be stopped. It is estimated that at the present adverse rate of exchange against Canada, we are paying the United States 100 million dollars per annum in tribute for which we get no value whatsoever. It is, therefore, most galling under these conditions to receive word from a British publisher that we must order our supplies of a British author's work from a foreign publishing house. Surely the time has come when the nations composing the British Empire must stand together, and the outward and visible sign of standing together is to trade together as much as possible. At the present time the prices of all books made in the United States are very high and going higher. This results in our having to buy high-priced editions of British authors' works from the U.S., plus the adverse exchange, plus the duty, whereas the same titles are published in England at lower prices, with no adverse exchange and less than half the duty. The Canadian book-buying public is just beginning to realize these facts, and there are signs of a revolt. It would, therefore, be wise and prudent for the British publishers and authors to set their house in order. I hope the day will come when books written by any British author will be available for sale in Canada in a British-made edition. Why should it be otherwise? May I suggest that this protest from Canada is a fit subject for discussion at future sessions of both British authors' and publishers' associations, and we will watch with keen interest the results of such discussions, which will no doubt be duly recorded in the pages of "The Publishers' Circular."—Protestingly yours,

"A Canadian Bookseller."

To this the editor of "The Publishers' Circular" appends the following remarks:

"As he does not give his name, our readers must take our word that this is a genuine grouse from a genuine Canadian bookseller. He says:—'I think "The Publishers' Circular" is the proper "forum" for problems affecting publishers and booksellers.' What he says is, however, not 'all there is to it,' as our American friends say. In a very few words, it is the market for over one hundred million people, and the market for, say, seven millions. We remember the time when an American publisher attached little value to the Canadian market—but he always stipulated for it—now he evidently finds that Canada is important. The adverse exchange is serious enough, but it is not likely to influence the American purchaser. He acts as though the Monroe Doctrine applied to all America. He will figure it out that the Canadian market doesn't amount to much anyway; but all the same he likes to have it, and he has had it for forty years or more, and considers that he has a sort of prescriptive right. The more important the Canadian market becomes the more this question presses, and we hope our publishers and authors will consider it—as our correspondent suggests."

GOODS WILL MOVE IF PRICE IS RIGHT

War Prices and War Profits Are Past

The final chapters in the industrial liquidation are now being written. The retailers are at last falling into line, and where they have shown a disposition to meet their customers' views as to prices, they have demonstrated that there is an enormous latent purchasing power. There is no doubt of the ability to move goods into the hands of final consumers, provided the price is right. It should not take long to clean up present stocks once the retailers, generally, adopt the policy that the leaders have already started. Then will follow the replacement of stocks which, thanks to heavy reductions in price by manufacturers, can be done to good advantage. Of course, all this means that war prices and war profits have gone for good. All must disabuse themselves of the idea that these can be retained at any stage. But the point is, first, that there is now promise that the period of industrial recession will be comparatively short-lived and secondly, that even what used to be considered normal profits would, in the large majority of cases, amply support present stock prices. In this way Hayden, Stone & Co. review the market situation in their weekly letter.

Even the most stubborn of the obstacles to a return to healthy active conditions is beginning to give way, they continue. We allude to the question of wages. During the war period, these were largely paid out of capital. Of course, this could not long continue without complete disaster. Henceforth, they will be paid according to the ability of industries to meet them. It will be, in the end, more satisfactory to be assured of a certain wage, even if less in dollars and cents, that will have a purchasing power equal to a normally higher but actually for more uncertain remuneration.

There is, however, one rather disturbing thought; our prosperity in the last five years has been largely based on Europe's demand for our goods, at abnormal prices. This demand will, henceforth, not only be radically diminished, but will be replaced by the ability of Europe to compete in our own markets. Even after severe markdowns, our prices will be very attractive to European producers, especially on present exchange rates. Europe still owes us enormous debts. These cannot be paid in money; they must be met with goods. Whether it is better to let these goods in at such prices as to jeopardize our own manufacturers, or to protect them, against this influx, even if to do so it may be necessary to forego payment of this debt, is a deep economic problem, which it is hardly the function of this letter to take up, but the mere fact that such a problem exists emphasizes that world competition is being rapidly restored and that some outlet must be found for our own goods, as our productive capacity is probably well in excess of our own needs. We mention this to bring out the fact that while it is to be hoped that industry will, in the course of a few months, be again fairly active, the element of competition will be very prominent and the margin of profit correspondingly small.

STAMPS REDEEMABLE

Ottawa, Dec. 23.—The Government will not redeem any cancelled luxury tax stamps, but only those entirely unused and uncancelled.

Merchants are instructed to make out a list showing the total number of uncancelled and unused stamps of each denomination in their possession and add up the same in money value. The list should then be forwarded to the local collector of customs, who will in turn forward it to the Taxation Offices of the Dominion Government. When these returns are verified cheques will be issued to the merchants.

Many merchants will lose through this system, as in large stores, where there were many departments and only one cancelling machine, as many as several hundred dollars' worth of luxury tax stamps were cancelled as received. In other cases, though the Government issued one cancelling machine with each $2 license, merchants bought other machines at $2 each, and the Government will redeem only one cancelling machine from each license.

Monthly Record of New Books

Published by Firms Established in Canada

THE MACMILLAN CO., OF CANADA, LTD.

Fiction

Isabel Carleton at Home, M. Ashmun, $2.50.

Non-Fiction

The Class Room Republic, E. A. Craddock, 85 cents; Fundamentals in Sexual Ethics, S. Herbert, $4.25; The Burns Country, Black's Water Color Books, 85 cents; Scottish Highlands, Black's Water Color Books, 85 cents; The Scott Country, Black's Water Color Books, 85 cents; The Hardy Country, Black's Water Color Books, 85 cents; Chester, Black's Sketch Book Series, 85 cents; Enslaved, J. Masefield, $2.25; Labour's Crisis, S. Mendelsohn, $1.65; Technique of Practical Drawing, E. S. Pilsworth, $2.25; Flame and Shadow, S. Teasdale, $2.00; Bank Credit, C. A. Phillips, $4.50; Speculation and Chicago Board of Trade, J. E. Boyle, $2.75; Early History of Surgery in Great Britain, G. Parker, $2.50; Manual of Timbers of the World, A. L. Howard, $10.00; Neighbours, W. W. Gibson, $2.25; The Nation and the Schools, Keith and Bagley, $2.50; Business Man's English, Bartholomew & Hurblet, $2.00; The Personality of God, J. H. Snowden, $2.00; Story of American Red Cross, C. M. Bakewell, $2.25; Athena: a Year Book of the Learned World, $5.00; Among the Nations of Loyalty Group, E. Hadfield, $4.75; Kate Greenaway, Spielmann, $5.00; George Morland, Gilberry, $5.00; Piccadilly in Three Centuries, A. I. Dasent, $6.00; Ambassadors of God, S. P. Cadman, $4.00; Teachers' Guide for Dietetics for Nurses, F. T. Proudfit, 35 cents; Teachers' Guide for Bacteriology, M. A. Sweeton, 35 cents; Democracy and Assimilation, J. Drachsler, $3.50; Human Factor in Industry, Frankel & Fleisher, $3.50.

Juvenile

British Fairy and Folk Tales, W. J. Glover, $2.00; Chieftain and Chum, A. R. Hope, $1.65; Theodore Roosevelt, E. L. Pearson, $2.00;

THE MUSSON BOOK CO., LIMITED

Fiction

An Old Chester Secret, Margaret Deland, $1.75; The Divine Event, Will N. Harden, $2.00; A Stage of Fools, Leonard Merrick, $1.75.

Non-Fiction

The Dairy Farm, Prof. A. Leitch, cloth, $2.00; Paying Mother: The Tribute Beautiful, Margaret H. McCarter, paper, boxed, 75 cents; Tea-Cup Reading, paper, 35 cents.

RYERSON PRESS

Non-Fiction

The Bairnsfather Case, Bruce Bairnsfather, $2.50.

M'CLELLAND & STEWART, LTD.

Fiction

Children in the Mist, George Madden Martin; Good Conduct, G. A. Birmingham; Unreality, "Bartimeus"; The Wasted Island, Eimar O'Duffy.

Non-Fiction

The Life and Work of Sir William Van Horne, W. Vaughan; Our Women, Arnold Bennett; Twells Brex: Conqueror of Death, Hamilton Fyfe; Our Family Affairs, E. F. Benson; Religion and Health, Jas. J. Walsh, M.D.; Roaming Through the West Indies; Harry A. Franck; The Life of Christ, C. Robinson Lees; A Spring Walk in Provence, Archibald Marshall; The Beckoning Skyline, J. Lewis Milligan;; A Merchant Fleet at War, Archibald Hurd; In the Tracks of the Trades, Lewis R. Freeman; The World's Balance-Wheel, Ralph Waldo Trine; The Romance of Madame Tussaud's, John Theodore Tussaud; Men and Books and Cities, Robert Cortes Holliday The Nervous Housewife, Abraham Myerson, M.D.; The Autobiography of Margot Asquith (two volumes).

Juvenile

The Enchanted Garden, Alexander R. Gordon, D.Litt., D.D.; A Brownie Robinson Crusoe, Charlotte B. Herr; Flip-Flap, the Oojah, Twilight Series for Little Folks; The Pigmy Pirates, Twilight Series for Little Folks; Old Uncle Oojah, Twilight Series for Little Folks; The Children of Funbeam.

THOMAS ALLEN

Fiction

Aleta Dey, Francis Marion Beynon, cloth, $1.65; Christmas Roses, Anne Douglas Sedgwick, cloth, $2.25; Spendthrift Town, Henry Hudson, cloth, $2.25; Hidden Creek, Katherine Newlin Burt, cloth, $2.25; Hungry Hearts, cloth, Anzia Yezierska, $2.00.

Non-Fiction

Diaries of Court Ladies of Old Japan, Anne Shepley Omori, cloth, $5.50; Careers for Women, Catherine Filene, cloth, $3.50; The Dame School of Experience, Samuel McChord Crothers, cloth, $2; A Cycle of Adams Letters, $11; Letters to a Niece and Prayers to the Virgin of Chartres, Henry Adams, cloth, $3.00; Venizelos, Herbert Adams Gibbons, cloth, $4.50; A Diary of the First World War, Lieut.-Col. Repington, cloth, $15.00; The Diary of a Forty-niner, Chauncy L. Canfield, cloth, $4.00.

Juvenile

Story-Telling Ballads, Frances Jenking Olcott, cloth, $3.50; The Hidden Treasure of Rasmola, Rihbany, cloth, $2.25; John Baring's House, Elsie Singmaster, cloth, $1.65; Dreadful River Cave, Schultz, cloth, $2.00; Christmas Child, Nora Archibald Smith, cloth, $2.00.

HODDER & STOUGHTON, LTD.

Fiction

Oh! Joshua, Taffrail, $1.75; Imprudence, F. E. Mills Young, $1.75; Gates of Tien Tze, Leslie Gordon, $1.75; Cords of Vanity, David Hennessey, $1.75.

J. M. DENT SONS

How Many Cards, Isabel Ostrander, cloth, $2.00; High Life, Harrison Rhodes, cloth, $2.00; Tales of Mystery and Horror, Maurice Nevel, cloth, $2.00; Bruce, Terhune, $2.50.

Non-Fiction

Occupations for Trained Women in Canada, Alice Vincent Massey, $1.00; The Oppressed English, Ian Hay, 50 cents; When Canada Was New France, Dr. G. H. Locke, $1.25; Self Health, Eustace Miles, $1.60; Shakespeare for Community Players, Roy Mitchell, $2.00.

Juvenile

The Chinese Wonder Book, N. H. Pitman, $2.50; Cart of Many Colors, N. Meiklejohn, $2.50; Where the Wind Blows, Katherine Pyle, $2.25; The Fairy Who Believed in Human Beings, Gertrude Kay, $1.50.

India,
Belgaum, 10-11-1920.

Bookseller & Stationer,
Toronto, Canada.

Kindly oblige by forwarding a copy of Bookseller & Stationer.

Thanking you in anticipation.

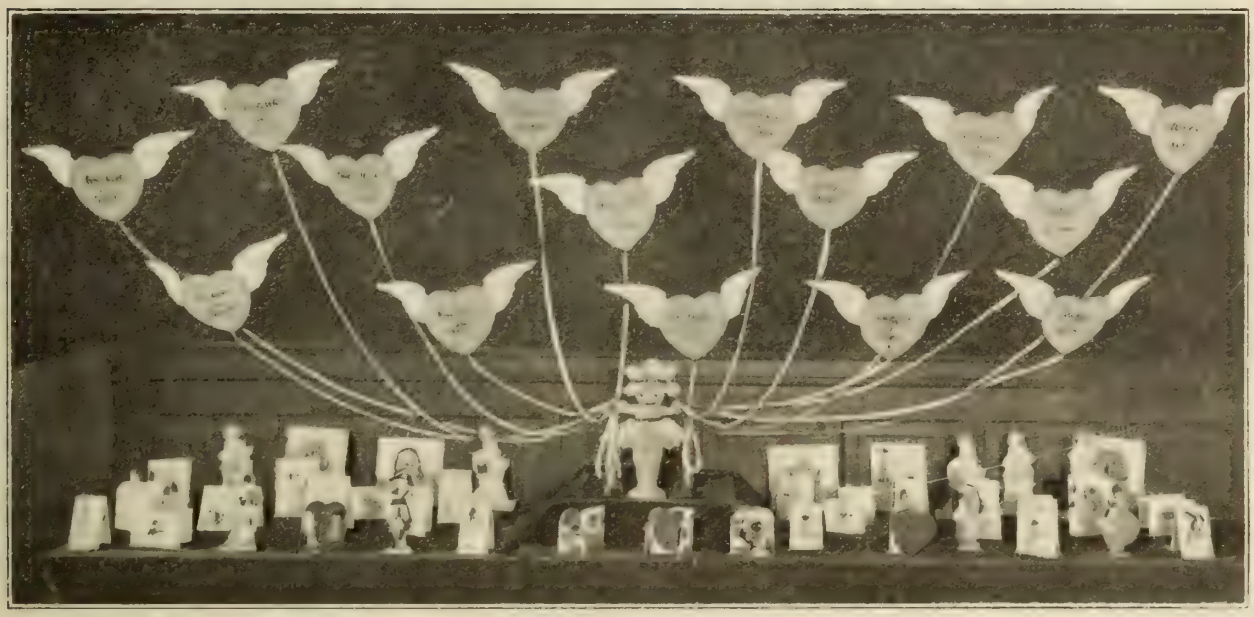
Yours truly,

Hari Bhikaji Samant,
"Belgaum Samachar"
Printing Works,
Bombay Pcy., India.

NEW FIBRE WASTE BASKETS

A new line of fibre waste baskets has been introduced by the Diamond State Fibre Co., of Toronto. These fibre baskets are varnished and have solid wood bottoms. This concern is a branch of the Diamond State Fibre Co., of Bridgeport, near Philadelphia.

For a Good Live Valentine Window



A VALENTINE WINDOW SUGGESTION
This is reproduced through the courtesy of The Buzza Co.

In connection with the illustration of a design for a valentine window the instructions for arrangements are as follows:

Paste the hearts to the window pane with transparent mucilage, or better still, suspend them from the ceiling by invisible threads attached to the tips of the wings. Then paste the ends of varicolored ribbons to the bottom of the hearts and gather the ribbons into the hands of a kewpie placed on the centre of the window floor. The kewpie should be surrounded by a general assortment of valentines, thereby producing a window that is bound to compel the attention of every passerby. The little "sales rhymes" will often suggest the purchase of a valentine to the most casual and disinterested passerby. Make use of this display. You will find it a money maker.

The bright winged hearts, each with a different snappy little sales talk, produce and hold the interest and add immensely to the total of the dealer's turn-over in valentine greetings.

COMMUNICATION

Editor, Bookseller and Stationer:—

I suppose I have to be the mouthpiece of a great many booksellers, to lay a protest with regard to the belated invoices which the publishing houses (and some stationery houses) are guilty of. Now, for the life of me, I cannot understand, if work has to be done, why it cannot be done each day, instead of to-day's work being done the day after to-morrow. In this busy week I had three shipments that I could not possibly mark off for three days without knowing prices. One I marked myself and came out on the wrong side.

Especially is this a necessity in these days of changing prices and from what I know of entry desks I can see no good reason why these invoices are not sent in the parcel or by the same mail. The guilty firms can take this question up, but it is certainly very annoying. I take it that the wholesale houses in general have no customers to serve and these mail orders should receive attention from the office department promptly. I wish others would write and endorse what I say.

Yours truly,
A. H. JARVIS.

NEW SELLING HELPS

Among the new dealer helps that have recently appeared are two interesting issues by the White and Wyckoff Co., of Holyoke. One is a gift stationery display card, attractive for window use. The other is an artistic price-ticket. In this connection stationers are reminded that price-tickets whittle down selling expense—answer questions for busy clerks—making sales easier and quicker. Needless inquiries are dispensed with, customers saved embarrassment, and last, but not least, their use makes for confidence. Use them with your window displays and in your store—they'll help to sell the goods.

"THE OREGON TRAIL"

They were in a bookstore. Francis Parkman's "The Oregon Trail," was among the volumes before them. "Oh," said the giddy young thing, "if here isn't Detective Mitchell's new book. Wouldn't it make a lovely Christmas present?" —Star.

ANNUAL DINNER

At the Carls Rite Hotel, Toronto, on the evening of Monday, December 22, an interesting event was the annual dinner of the officers, department heads and salesmen of the Copp, Clark Co., which is one of the oldest of Toronto wholesale houses, being the outgrowth of a retail book and stationery store, established in 1841.

This house as a joint stock company was established in 1884, under the presidency of the late W. W. Copp, with whom were associated the late H. J. Clark, the late Charles Fuller, H. L. Thompson, A. W. Thomas, and Wm. Copp.

At this annual dinner, President Thompson was toast-master. His address was in part reminiscent of early days, his connection with the house dating back fifty-four years, when it was still a retail bookstore. He began as a message boy.

Other speakers were Messrs. Dudley Thomas, Arthur P. Reed, R. J. Plaskett, Hugh Young, Fred Thomas, while H. C. Corner delighted those present with well executed violin solos.

The dinner was a big success in all respects. The various addresses were indicative of the healthy condition of the business and progressive programme mapped out for 1921 effort.

The present officers of the company are:

President, H. L. Thompson; vice-president, Wm. Copp; secretary-treasurer, A. W. Thomas; manager stationery dept., Arthur P. Reed; accountant, H. C. Corner; sales manager. R. J. Plaskett.

Leather Goods for Stationers

Some Facts of Vital Interest About a Line of Great Possibilities for Development.

SELL at double the invoice cost, is set down as a rule for guidance in selling leather goods and novelties by the committee of the National Association of Retailers of the United States in the annual report.

The variety of small leather articles is constantly increasing and the line is now so comprehensive, a dealer's location in the business or shopping district must determine how much of the line can be carried profitably.

A well assorted stock of leather goods adds to the appearance of any stationery store.

Styles change rapidly in leather and the line must be watched closely to avoid losses. When an article has ceased to interest the public it is good business to quickly find a price that will move it. The keeping of the line up to date may entail some reduction of the profit the stationer had figured to make, but each leather article brings its own price, and there is a compensation in that there are no disturbing quantity discounts to customers as in some other lines the stationer handles.

The gift idea is growing very rapidly and in the ceaseless search for something new, attractive and practical, fine leather in some form is one of the first things thought of.

There is a refinement in leather goods which the customer appreciates and the quality goods will, in the end, produce the most satisfied customers.

Progressive department stores make leather goods a leading feature of their business, and are very painstaking in their display. The stationer to successfully compete must have his goods well arranged. The best results can be obtained by having all leather articles in one location in the store. It is essential that the goods be kept absolutely clean and inviting at all times, and glass showcases are really necessary for this purpose.

Department stores have also given such prominence to leather goods that the prospective customer for this line does not necessarily think of the stationer first. It therefore behooves the stationer to watch closely his window displays. A good display of leather goods in a stationer's window adds to the tone of his store. Special displays of a particular line are generally more effective than a general display.

Because of the competition in leather goods, the more often the window displays are made the greater the sales.

Stationers who carry a great variety in leather prefer women to men in the selling. They believe this to be a line where a woman's judgment, both in buying and selling, is superior.

To mention in detail any of the many articles made of leather would seem unnecessary.

The advertising of leather goods is a matter of the greatest import to the stationer who hopes to handle the line profitably. Conditions vary so greatly with particular cases that it is very difficult, if not impossible, to offer suggestions designed to govern the general advertising of these goods.

Daily newspapers are considered the first form of advertising, and can be used with profit where the cost of the medium will permit. Carefully prepared circulars sent out to a good mailing list return good results.

Another question is how to advertise. It is better to offer "specials" occasionally with the price in a very conspicuous place than to deal in generalities. The public will seldom read the latter type of advertisement, and when it does read, will seldom buy. There must be some particular things to offer and one of these particular things may draw the interested person into the store. Once there, the clerk has the chance to interest him in the general line of leather.

The suggestions in regard to leather goods will apply to the general line of novelties which the stationer may be interested in carrying.

Money in Pictures for Stationers

Take a Leaf From the Book of William Tyrrell of Toronto—He Knows

"TO sell good pictures one must like them," says Mr. Tyrrell, of Tyrrell's Bookstore, Toronto, and he should know, for this is an important department in this store, which is among the leaders of its class in America. An hour with him in his store is an hour re-captured from the days when the bookshop was the rendezvous for lovers of culture and art.

Mr. Tyrrell is of the opinion that an organization reflects the personality of its owner. The dealer, therefore, who wishes to sell high-class goods must first learn to appreciate them himself. This applies very directly to pictures. The man with a stock of inferior pictures does not develop the steady patronage that can be obtained with those of artistic value. There are two kinds of picture buyers: those who know good pictures and those who are willing to learn about them, for within everyone there is a sixth sense—a love of the beautiful.

"I have found that there are very few of my customers who do not like the great masters," says Mr. Tyrrell. "Nowa-days there are excellent copies on the market which sell very readily."

Some stationers are content with photographic work. Very often these are inane and stupid and there is very little power of selection in them. Yet for the same price beautiful reproductions of recognized works of art may be obtained. The dealer who will take the trouble to learn the merits of Raeburn and Whistler, of Wallace Nutting and of Corot will be amply repaid. The class of trade he will attract will be of the better kind and his sales large enough to be worth while.

Mr. Tyrrell is an authority to whom young home-makers and lovers of art come, not only for advice as to their selections but for assistance in the framing of them. "The choice of a frame is only secondary to the picture itself," he says.

Picture-framing is a department which has a great field for the energetic stationer. Unframed pictures have their limitations. Customers want the finished product. For this reason some dealers have a contract with near-by framers to do this for them. Many of course do it themselves, like Randall's, of Port Hope.

Nothing attracts the attention of the passerby more quickly than two or three carefully chosen and suitably framed pictures in a window. Sometimes those that develop stories, while not of great artistic merit, are best for window display.

Though pictures are Mr. Tyrrell's hobby, the other departments of his store have made equal progress. He or trained members of his staff read all the books he sells. He is thus enabled to recommend books that are suitable to the various tastes of his customers. Of the old authors he sells five of Dickens to every one of the others. Present-day writers divide the honors more evenly.

From the standpoint of business, Mr. Tyrrell believes firmly in the policy of honesty toward his customers. Goods are sold for what they are, not for what a quick-witted salesman says they are. No writing-paper in attractive boxes with false bottoms ever leaves the store; clerks are taught to tell the truth. It is this day-in and day-out honesty which has brought this store a steady line of patrons who buy on **recommendation.**

Disastrous Toronto Fire

Stocks of Musson Book Co. and Hodder & Stoughton Completely Destroyed

IN A MOST disastrous fire in Toronto, on Christmas eve, the building at the corner of Dundas street and Victoria street, occupied by the E. B. Shuttleworth Chemical Co., the Musson Book Co., and Hodder & Stoughton, Limited, was gutted, the contents being completely destroyed.

The fire started in one of the lower floors, occupied by the chemical concern, the cause being unknown. It is attributed to spontaneous combustion. The burning chemicals made it a difficult fire for the firemen to contend with. Several of them were overcome by the fumes and removed to an hospital but all have recovered.

In view of the fact that tons of paper forming the stocks of the book concerns were on two of the floors, and chemicals in the basement and on the first floor, the head of the fire department is greatly pleased that the surrounding property was not damaged and the fact that this was prevented reflects credit upon the efficiency of the work and apparatus of the firemen.

Although the loss is a serious handicap to both Musson's and Hodder & Stoughton, their losses are covered to the limit by insurance and there is at least some satisfaction in that the misfortune occurred when the Christmas season was at an end.

Other members of the trade came forward in the most liberal manner in the matter of offering temporary quarters to Musson's and Hodder & Stoughton. The principals of these concerns expressed very deep appreciation of these kind offers and of the heartfelt regrets expressed to them by the various members of the wholesale trade and retailers in all parts of the country.

The total loss occasioned by this fire is estimated at $250,000. That of Musson's and Hodder & Stoughton, Ltd., combined is given as $110,000 to $120,000.

Temporary offices were opened at 14 Sheppard St., pending the conclusion of negotiations for permanent new quarters.

The travellers go out as per plans made before the fire, the big items of their initial trips for the year being the Prince of Wales Book, an elaborate volume, and the new Zane Grey novel.

Great Business in Greeting Cards

Fountain Pens and Papeteries, Also Big Christmas Sellers—Good Business Everywhere

REPORTS received by Toronto wholesalers indicate that the retail booksellers and stationers have had a remarkably good holiday trade, in many cases exceeding even the bumper trade of the 1919 Christmas season. A typical case is that of Jaimet & Co., of Kitchener.

The outstanding feature of the Christmas business there was the unprecedented call for greeting cards. In this one store the amount of Christmas greeting cards sold reached the surprising total of over $1500, wholesale value.

The original purchases were double what had been sold the previous year, and after they had all been sold 2300 more cards were purchased, in three separate repeat orders, the last being ordered for the last day before Christmas. Mr. Jaimet on that occasion telephoned to Mr. Coutts, in Toronto, getting the latter at his house, and Mr. Coutts was able to get together about 700 cards of the 1,000 Mr. Jaimet wanted. These were all sold on that final day. A similar record was made at Jaimet's with fountain pens, $1600 worth being sold. In propelling pencils they could not get sufficient to meet the late demands.

Papeteries, too, were big sellers, going into higher priced items than ever before.

More Books Sold

More books have been bought this year, it seems, than ever before. One of the significant things about the book-buying public that Manager Ripley of McAinsh & Co., booksellers, Toronto, noticed, was a much greater demand for more solid reading this year than ever before, classical works and books on biography and reference being much in demand.

Sold 700 in Four Days

Phelan's Bookstore, Montreal, from a window of one particular variety of papeteries priced at 75c sold over 700 in four days. This price by the way yielded an even more than usual margin of profit. This was in December. It shows what can be accomplished by specialization.

NEW AND FORTHCOMING

Among the new arrivals in novels is "Unreality," by Bartimeus, and a new fairy story for children is Mrs. Sheard's "The Golden Apple Tree."

RELIGIOUS BOOK WEEK

The week of March 13-20 is to be observed as Religious Book Week by the trade.

ENTERING CANADIAN FIELD

Big U. S. concerns continue to appreciate the growing importance of the Canadian market, one of the latest in the stationery trade coming into Canada being the Buzza Company of Minneapolis, who have linked up with the A. R. MacDougall Co., as selling agents. The Buzza Company is one of the older greeting card houses. Before the war, they entered the Canadian field with "The Distinctive Line," which at that time, because of its high-priced exclusive qualities, was not a factor in the sales of the big stores in either Canada or the States, but in sales volume it is now said to rank third or fourth in America, still retaining its exclusive qualities and artistic ideals.

Continually increasing volume in the production of the higher grades of greeting cards has brought about a lowering of prices in the last four years.

Since 1914, the Buzza Company has not entered the Canadian field. They could have entered it profitably in 1919 and in 1920, but they could not fill the demand for their products in the United States. When A. R. MacDougall visited the factory in August, Mr. Buzza stated that the sales agency agreement for Canada would have to be held up, pending an enlargement in organization and manufacturing. Additional factory space was then under consideration. On September 28th, Mr. Buzza wrote Mr. MacDougall, advising him that the Buzza Company had taken on additional factory space and was ready and able to supply goods to his Canadian trade. The sales agreement was therefore immediately consummated.

This line comprises cut-outs and novelties, engraved and lithographed comedy numbers, cards, folders, and booklets for counter sale, and engraved and die-stamped personal holiday greetings. The Buzza Company produce in every known process, including hand illuminated parchments, greeting cards for every holiday and every occasion throughout the year. The greeting card range is strong in Easter and Valentine items and also in tally cards, nut cups, dinner cards, dance programmes, and gift parchments (framed, hand-illuminated mottoes which have become famous in the last two years).

CHRISTMAS BOOK COVERS

A. H. Jarvis of "The Bookstore," Ottawa, had a supply of Christmas book-covers printed which were supplied with books sold during the holiday season. It had a holiday and poinsettia design printed in red and green along with the following wording:

"A book fitly chosen is a lifelong friend."

"For your Christmas and all the days to come—accept my very best wishes."

These were supplied with any initial printed at the bottom in the form of a monogram.

Hot Shot for Scaremongers

Influx of German Toys Into Canada Greatly Exaggerated, Says Canadian Toy Manufacturer—Some Eloquent Figures Showing Growth of Canadian Toy Trade

ONE large toy manufacturing concern in Canada doing an annual business now running into several hundred thousand dollars a year expressed the utmost satisfaction with the toy trade in Canada, based on assertions that their business had actually been doubled in volume each year since the concern was established half a dozen years ago.

This is good news to pass on to every retailer selling toys. It contrasts favorably also with some of the pessimistic croakings of people who paint gloomy pictures of German toys submerging the Canadian trade, crushing out home trade, completely annihilating all semblance of patriotic sentiment and pride in native production on the part of the people who buy toys. Weird tales are told of the shiploads of German toys coming to Canada, but they must surely have been phantom ships, or "ships that pass in the night," because when it comes to getting any material evidence in the way of displays of the actual goods the total accounted for is only a small percentage of the huge total represented by scare rumors.

That all members of the toy trade are not seized with a calamitous sense of the outlook for Canadian toy trade because of the grim spectre of threatened German exports to Canada is evidenced by the really optimistic attitude of one Canadian toy manufacturer who said he had made it a point to trace a lot of these scare stories and, with but few exceptions, had proved them to be unfounded.

One story especially that he thought should be exploded, was the false theory that the French-Canadians of Quebec were favorable to German toys rather than toys made in provinces other than Quebec. This was a libel on our own countrymen and the vicious work of scandalmongers who were not only untruthful but ridiculously so.

Who but the most credulous of unthinking people could be influenced in such manner to ascribe to French-Canadians such unpatriotic sentiments and who does not know that the hearts of all French-Canadians go out to their own blood brothers in old France for what they have suffered at the hands of the cruel German invader?

Continuing on the same subject this manufacturer pointed out that there was another aspect of the whole case that the scaremongers seemed to have overlooked. This was the probable attitude of the average customer in the retail store. What would the Canadian man, woman, or child seeking a toy in a store say on seeing one bearing a made-in-Germany stamp? It was a pretty safe bet that the customer would immediately drop such a toy and look for one that did not arouse ill-feeling. This alone, the manufacturer contended, was sufficient to prove an ample safeguard against any really serious influx of German toys. The retailers were good enough business men to know that this antipathy to German toys would be general in the vast majority of their customers and that circumstances would be a vital guide to them in replenishing their toy stocks. Nevertheless it will not do for Canadian toy concerns to take too much for granted. They must give value and they must remember that there are plenty of other sources outside Canada, besides recent enemy countries, from whom toys will continue to be shipped to Canada, and for these reasons Canadian toy makers should be continually on the alert to keep up the quality of their products to the highest possible point and Canadian toys should be advertised strongly as the logical toys to be supplied to Canadian boys and girls.

One big department store has a method of dealing with toys that are broken through handling. In the basement there is a section devoted to damaged or soiled toys which are purchased at reduced prices. Around Christmas time especially this takes well, for many people buy these to fill stockings.

Growth of Canadian Toy Industry

BECAUSE of the increasing volume of toy business now being done through the stationery trade in Canada it is interesting to note the following information concerning this industry:

Although the toy and doll industry of Canada has made considerable advance compared with pre-war times, it would appear from official statistics that the domestic demand is by no means fully met by Canadian factories, for the Dominion's imports of toys and dolls during the fiscal year 1913 amounted to $939,678 and during 1920 to $1,534,728.

The kinds of toys manufactured in Canada include animals, autos, balls, billiard games, boats, building blocks, carriages, crokinole boards, croquet sets, dishes, dolls' furniture, games, garden sets, lawn swings, pool tables, pucks, rocking horses, skipping ropes, sleighs, teeters, toy balloons, tricycles, and wheelbarrows, which are made of celluloid, enamel, iron, steel, tin, rubber, and wood. The growth of the Canadian industry is principally due to conditions arising out of the war, and at the present time some 35 toy factories are listed, although the census returns report the operation of only 15 in 1918—the latest year for which figures are available. These 15 factories represented a capital investment of $369,219 in 1918; they employed 33 salaried workers and 193 wage workers, to whom they paid, respectively, $44,190 and $131,817, they used materials costing at the works $115,329, and turned out products whose selling value at the works was $405,369.

Last year Canada exported $139,052 worth of domestic dolls and toys, the United States taking $5,635 worth, the United Kingdom $120,322, and other countries $13,095, and re-exported $21,300 worth of foreign toys, $19,655 worth to the United States, $134 to the United Kingdom, and $1,511 to other countries.

As already stated, the Dominion required in the past year an additional $1,500,000 worth of toys to supplement the output of Canadian factories. Before the war Germany was the chief source of supply, but the United States now occupies first place, and Japan likewise has made a notable advance in its shipments of toys. The shares of the various countries sending dolls and toys to Canada in the fiscal years 1913, 1918, 1919, and 1920 were:

Imported from	Year ending March 31 1913	1918	1919	1920
United States	$273,139	$ 785,998	$708,489	$1,136,372
United Kingdom	76,400	66,755	28,208	93,692
Austria-Hungary	6,029	.....	.....	.....
Belgium	4,239	.....	.....	.....
France	19,303	9,407	4,567	20,458
Germany	536,242	.....	.....	.....
Holland	5,205	.....	.....	.....
Japan	18,738	224,095	228,741	277,946
Other Countries	383	626	2,132	6,260
Total	$939,678	$1,086,881	$972,137	$1,534,728



"TOYS GALORE"

In the W. H. Thorne & Co. store, St. John, N.B. This shows part of the overflow display from the regular toy department, and is an indication of the extensive stock carried for this trade. Educational toys, as well as those for amusement, are shown in this department and a miniature library of children's books is also included in this department.

Messrs. Thorne & Co. have for many years carried out a special service system whereby a customer can make his or her purchase a month or six weeks before Christmas, and have the article stored, and delivered on Christmas Eve after the children are all tucked up in bed. This is known as the "Santa Claus" delivery, and it is a sight well worth seeing to see the Thorne motor trucks loaded down with toys of all descriptions and making for all parts of the city while the youngsters are sleeping soundly. This delivery often lasts until the early hours of the morning, and many anxious parents keep the telephone operators busy calling up Thorne's toy department, and the questions are always, "When will your delivery be up our way? the children are all asleep now."

Doll Exports

Answering a query as to doll exports to England, Mr. Solway, of the Dominion Toy Manufacturing Co., said that on account of domestic demand they had not exported as many dolls to Britain as in 1919, when $25,000 worth were exported, but the expectation was that the export trade to Great Britain and other Dominions would be extended in 1921. This firm has no fear of being unable to contend with German competition.

Speaking with Mr. Menzies of the A. C. Gilbert-Menzies Co., on this question he said that they could have sold over a hundred thousand dollars worth of their lines to Britain on orders actually booked, but they had been able to ship only $27,000 worth, owing to handicaps in carrying on manufacturing and it was also considered a duty to home trade to give preference in filling the orders of Canadian firms.

NEW WORK-ORGANIZER

A new work-organizer put out by the Work-Organizer Co., of Detroit, is five by eight inches in size. It is made of celluloid-surfaced paper. This paper is waterproof and is grained like leather.

This item is useful as a postage stamp holder, and can be kept in the pocket of the larger sized work-organizer.

It is useful also for housekeepers with labels for "grocery bills," "gas bills," "clothing," etc.

"What was the Sunday school lesson about, Gwenyth?"

"It was about Adam and Eve in the Garden of Sweden."

"The way to spread a work is to sell it at a low price; no man will send to buy a thing that costs even sixpence without an intention to read it."—From Boswell's "Life of Doctor Johnson."



Dolls From England

A group of quaint novelty dolls with moveable joints, which were a contribution for the Christmas trade from Great Britain.

Children Throng to Toyville

Goodwins, of Montreal, Cater to French and English Kiddies and Devote Entire Floor to New Toy Department—Novelties Provide Thrills for Juvenile World While Counters Are Heaped With Suggestions to Grown Ups.



View of Goodwin's New Toy Department

Toyville, as it is described, is proving to be a paradise for Montreal kiddies, who throng it daily and go into raptures over the Alphabetic Zoo and the many other features which are calculated to fill a child's heart with ecstasy. Note the drum-like effect of the display counters and the natural appearance of the animals in the cages. At the far end are the elevators surmounted by a charming colored frieze representing the sad story of Red Riding Hood and the wolf.

"TOYVILLE Opens-" was the startling headline of the advertisement of Goodwins, Ltd., on Nov. 12th last, in the Montreal papers, which ran as follows:

"On Saturday, November 13th, at nine o'clock in the forenoon, the Corporation of Toyville, situated on the new fourth floor at Goodwins will fling open its gates and extend a gladsome welcome to everybody.

"Yes, to everybody! For really, you grown-up persons, you are just as much children as ever you were.

"Your toys never leave you. They merely change.

"Your marbles become golf-balls, your dulcimers become pianos, your picture-books become novels, your trumpets become Brunswick phonographs, your trains become automobiles, your dolls become little boys and girls who go to school.

"So, come you in and slide down the banister of departed years.

"You will say that never before in Goodwins has there been such an aggregation—such a conglomeration of child-enthusing toys."

This announcement was most artistically displayed in the store's advertising by means of a clever drawing by the store's own artist representing a loaded Christmas tree surrounded by delectable toys of all sorts and a ring of happy children dancing about it. Two clever verses complete the advertisement and describe very aptly the features of the realm of Toyville as follows:

"In Toyville's Alphabetic Zoo
See the wild beasts caged up high;
Bright, slashing swords and soldiers, too.
Ships and aeroplanes that fly.
See clever sea-lions twirling balls,
(Haven't they got funny toes?)
And not one of them ever falls,
Though he does it with his nose.

"The dolls in Toyville—O, what frocks!
All dressed up to take a walk,
With hats of velvet, knitted socks;
Some can shut their eyes and talk.
There's everything for girls and boys,
Books and trains and games and tricks,
There's real big drums that make a noise,
Monkeys, lions, bears and bricks."

Although there was no formal opening of Toyville, the public needed no further urging to honor the invitation issued by Goodwins, Limited, and from early morning to the hour of closing at night, huge throngs visited the new fourth floor and revelled in the delights provided.

As one steps from the elevator the huge floor appears to be a veritable menagerie so many and varied are the animals displayed on all sides. The most original attraction is perhaps the clever Alphabetic Zoo with which the pillars which support the ceiling of the show room are adorned. Each pillar is surrounded by a cage of wooden bars well stuffed with hay behind which can be seen several wicked and carnivorous looking animals and underneath them runs a legend something like this:

"D. for Deer, O can't he jump!
If he falls, he'll surely bump."
Or else
"C. for Camel, he'll go dry
For ten days and never cry."

Corresponding rhymes in the French language alternate with the English ones for the delight of small French-speaking youngsters.

Besides the animals there are numbers of huge clowns' heads of white and colored plaster which decorate the walls and cornices and above the elevators equally gigantic elephants' heads are placed, the tusks of which are fitted with electric lights.

And everywhere there are display

tables heaped with toys, and where there are no tables, the toys are piled neatly on the floor in rows. Besides the toys there is also a candy department overflowing with good things and a soda fountain for the kiddies themselves.

In the centre of the floor there is a large wired-off section inside of which a marvellous electric train travels around a large square, some 10 feet x 15 feet in size. Several stations, well lighted with electricity, and many tunnels are situated along the railway track, and guided by a mere touch of the finger on the current the train slows up or hurries on as the demonstrator desires. Signal lamps and switches are also among the realistic features of this marvellous toy outfit, which attracts scores of kiddies all day long.

Wonderland

There are sections devoted entirely to dolls—babies, grown-ups, ballet-dancers, Kewpies and Vamps, soldiers, and every sort and description of doll from every part of the world. European countries touched hands with the Canadian and American nations in a "ring around the rosie" and modistes who might have designed royal costumes have used their best art in dressing these ever-dear companions of childhood. In the dolls' furniture and nursery departments there are innumerable and fascinating objects on view to make the heart of a young mother of six or so, sick with envy. The unusually large and varied assortments of games and story books show an educational tendency which toy purchasers have been quick to appreciate. Mechanical toys also come in for special attention, and include every sort of car, boat, aeroplane and train which could be devised by the ingenuity of man. There is a veritable menagerie of animals of wood or stuffed, and the dogs alone resemble a kennel show so cleverly are they displayed. There are fox terriers, bull dogs, setters and hounds, ranging from puppies to huge animals big enough to hold their owners upon their backs. A life-size stuffed tiger mounted upon a stand which moved its head and emitted awful roars kept a crowd of tiny spectators in a delicious mixture of terror and delight, while on top of every section there is a very realistic representation of a performing seal which balances a lighted ball upon its nose, spinning it constantly while lying upon its back.

In another section is featured a marvellous musical box which plays pretty tunes while a large and superbly gowned ballet dancer doll trips the light fantastic upon its cover.

Across the room, a miniature steamship complete with cabins, engines and all the accoutrements of an up-to-date boat attracts many visitors, and near at hand a life-size baboon grins benignly upon the children below.

Altogether, the toy department occupies the entire floor and is well lighted and splendidly laid out. It should prove to be a veritable paradise to the kiddies as well as a keen pleasure to grown-ups who know how to enter into the enthusiasm of childhood and to whom the appeals of "Just look ahere, Muvver," are never destined to fall on deaf ears.

TOYS HELP MOTHERS

Did you ever stop to think or realize that your children's toys, playthings and play habits represent a definite household help?

Some mothers have grasped this idea and so developed it by careful selection and guidance that their children—particularly their girls—are not only "kept from under foot" and happily entertained but are also advanced rapidly in their practical training for adult life's duties and made really helpful assistants in the manifold minor duties of their own household.

When a mother teaches her little girl to love and care for her doll, that doll becomes not only a plaything, but a silent teacher of the child. Bathing it, dressing it and "loving" it teaches sanitation, care, good taste and fidelity. Making its dresses teaches the important fundamentals of sound dressmaking because domestic dolls are usually well dressed in carefully and correctly made clothes. The toy wash tubs and irons with which the child "fixes up" her doll's clothes teach one phase of housekeeping and make the girl—large or small—more of a real help to her mother on Mondays and Tuesdays because she is anxious to show her mother that she "knows how."

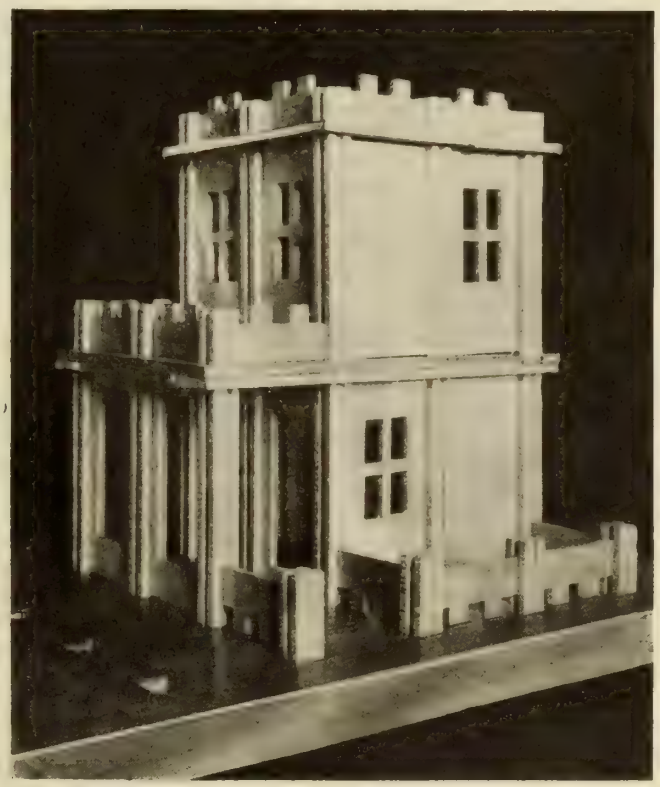
"Playing store" teaches household economies and makes "running to the store for mother" less irksome to the child.

"Tea parties" teach proper social intercourse and courtesy as well as the idea of giving something to others.

The boy with his express wagon is more willing to run errands because he can "play express" with the store purchases as he brings them home. Boys also learn something of agriculture from toy shovels, hoes, rakes and the like which proves useful to mothers if there happens to be a garden, and they learn something of building and carpentry from toy houses and later from hammer, saw and nails and not infrequently this knowledge proves helpful to mother when there are small odd jobs to be done around the house.—Playthings.

BASEBALL AT HOME

"Play Ball" is a new baseball game introduced by Evan L. Reed Mfg. Co., of Sterling, Ill. It is said that it reproduces all the thrilling situations and all the conditions of the regulation game of baseball, without the wearisome detail of so many other baseball games that have been devised in the past. The model now being sold retails at $2.75 in the United States, but a still lower priced model is to be brought out.



"Walmers Castle," a building set made in Canada by ex-service men.

Put Punch and Purpose into Practice

Travellers Who Have "Gone Soft" Must Get Back Their "Pep" and Really Sell Goods—Retailers Expect Same Characteristics in Trade Paper Advertising.

THE manager of one big concern that has been advertising in Bookseller and Stationer since the midsummer of last year began this advertising at a time when the business of this concern was so brisk that they could not fill all orders on hand, but he was a far-seeing man and anticipated just the conditions that the world faces today; the arrival of the time when the sellers' market is practically at an end. To get business now we must go after it. That is just what this firm's advertising was designed to do. It paved the way for helping the travelling salesmen, making it easier for them to sell goods to the retailers because of the interest in the firm's products that the advertising has awakened on the part of the retailers.

This is an aspect of advertising that is getting more and more attention and it is impossible for manufacturers and other wholesale distributors to lay too much stress on the value of imparting news to the retailers by way of announcements in the trade newspaper.

The advertising pages should embody news and information for retailers to every bit as high a degree as the reading matter pages of a trade paper.

"Printers' Ink," of New York, often referred to as "The Little Schoolmaster" of publicity, deals with this subject in part as follows:

"Plenty of manufacturers and merhouse with all the art they can muster.

"And they must do the same thing chants who could afford to be very upstagey during the past two or three years find that they must now come right down to the footlights and woo the with their advertising if they are going to make it an investment and not an expense.

"It is no time now for mere name publicity.

"A few months ago a salesman could send in his card to a buyer and the door would swing open to him constantly; the buyer was anxious to see him; he wanted to beg him for some merchandise.

"And more than one manufacturer and merchant allowed himself to be fooled into thinking that at last the importance of his business was recognized. It was no longer a mere business, it was an 'institution' and must be advertised in a big, important way along institutional lines.

"'Let's sell the institution'" came to be a stock phrase in advertising parlance.

"And so new 'institutional' campaigns began to crop up here and there, and many an advertiser, being in the enviable position of being oversold for months to come, fell into the way of thinking that he need no longer advertise anything much but his name in the right kind of an atmosphere. Which, admittedly, in cases was all that they dared advertise for fear of creating too strong a demand for any given product and making people feel provoked when they couldn't get it.

"The result was that much advertising got 'soft,' just as many salesmen got 'soft' during the recent market. And just as many businesses have had to shake up their sales forces and put some punch and purpose into them, just so many businesses need to put more earnestness, more of a quality of 'meaning it' into their advertising space."

WANT WIDER RECOGNITION

Although Canadian travellers are not directly affected by the action of the U. S. travelling salesmen, as recorded in the following paragraph from "Printers' Ink," they will be interested in this appeal for greater recognition of the place of the travelling salesman in the body politic:

The National Council of Travelling Salesmen's Association, representing fifteen different organizations of travelling men, is planning to place the grievances of travelling salesmen before the Federal Government.

Some of the grievances and abuses that the travelling salesmen desire to have adjusted have been outlined by this association as follows.

"They want the income tax laws revised in a manner that will do justice to the travelling salesmen.

"They contend that, being wholesale users of railroad mileage, they should receive wholesale rates.

"They want a man who is versed in selling appointed to the Interstate Commerce Commission."

FIRST AIRPLANE CARGO

A convention attended by travelling salesmen of A. R. MacDougall & Co. was held during the four days Jan. 4-7, at the headquarters in Toronto.

Two days were devoted to the consideration of the firm's general business and two days to the sales department, A. J. Pfaff, special representative of the Joseph Dixon Crucible Co., being present especially for this occasion.

The convention ended with a big banquet attended by practically all employees of the house.

An Airplane Shipment

In connection with an address on "The Making of a Lead Pencil," delivered before the Rotary Club, of Toronto, on January 7, a circumstance of special interest was that the boxes of pencils distributed at the meeting of Rotarians formed what is asserted to be the first cargo of merchandise brought into Canada by airplane. The goods were brought in by the renowned Canadian ace, Col. Barker, who is a prominent member of the Rotary Club.

Programme of Eastern Ontario R.M.A. Convention

FINAL plans for the annual gathering of the Eastern Ontario and Ottawa District Association of the Retail Merchants Association provide for a two day convention in Brockville on January 11th and 12th instead of three days as originally planned. A preliminary program has been secured by Bookseller & Stationer from the secretary of the Association and some of its features are outlined herewith. On the opening day delegates will be registered in the morning and the first business session will begin in the afternoon. The Mayor of Brockville and R. Craig, President of the Brockville Branch, will welcome the delegates. Response will be made by President B. W. Ziemann, of the Ontario Board; E. M. Trowern, Secretary of the Dominion Board and others. The address of the District President, Harry Watters of Ottawa, Secretary's report and appointment of committees will also be on the afternoon of the 11th.

The annual banquet will be held on Tuesday evening when the principal speakers will be Sir Henry Drayton, Minister of Finance, and Hon. R. W. Wigmore, Minister of Customs and Inland Revenue, and other prominent merchants and officers of the association.

The second day of the convention will be devoted largely to the consideration of resolutions on the following subjects: express rates, association aims, sales by weight, daylight saving, manufacturers and wholesalers selling direct to our customers, collection of small debts, trading stamps, Workmen's Compensation Act, credit reporting, discrimination in price, re false advertising, re business tax, re welfare fund. Additional resolutions will be presented, making a total in all of about twenty-five.

Treasurer's and auditor's reports and other business will be taken up on the second day and the session will be concluded in the afternoon.

WELDON ROBERTS
Rubber Erasers

With an ample stock of our 88 Styles to meet every need of every kind of office-worker, the progressive stationer can feel satisfied that he is measuring up to the demands of his patrons.

To offer to supply something "just as good" is not good business.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.



RIES' "O.K." LETTER OPENER

HERE'S WISHING
CANADA'S STATIONERS
A Prosperous New Year

The trade will be interested to know that production of the "O.K." Products is increasing, but demands are such that stationers will be well advised to anticipate requirements during next year by getting orders in early for good big supplies.

.....Washburne's "O. K." Paper Fasteners

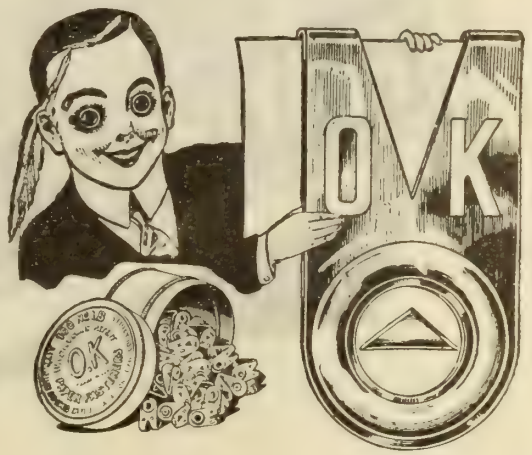
Three Sizes—Brass and Nickel Finish.

.....Sanitary "O.K." Erasers, Typewriter—Ink Pencil.

.....Ries' "O.K." Letter Opener, Hand and Electric; 3 Sizes—3 Models.

CHECK THEM UP *NOW* AND ORDER EARLY

Write for illustrated and descriptive literature with prices.





Order now from your regular source of supply

THE O.K. MANUFACTURING CO.

OSWEGO, NEW YORK



Small Investment **Quick Turnover**

Good Profit

ANNOUNCEMENT

We desire to announce to the trade that we are again in full production and, with the added facilities of our new factory, are now in a position to give our customers better service than ever before.

We wish to thank all of our friends for their courteous consideration during the period of moving, and we feel certain the better service that the new plant has made possible will more than make up for some of the annoyances that were inevitable under the conditions.

WILSON - JONES LOOSE LEAF CO.

3300 Franklin Blvd.
CHICAGO, ILL.

316 Hudson St.
NEW YORK

L. & C. HARDTMUTH'S

"KOH-I-NOOR"

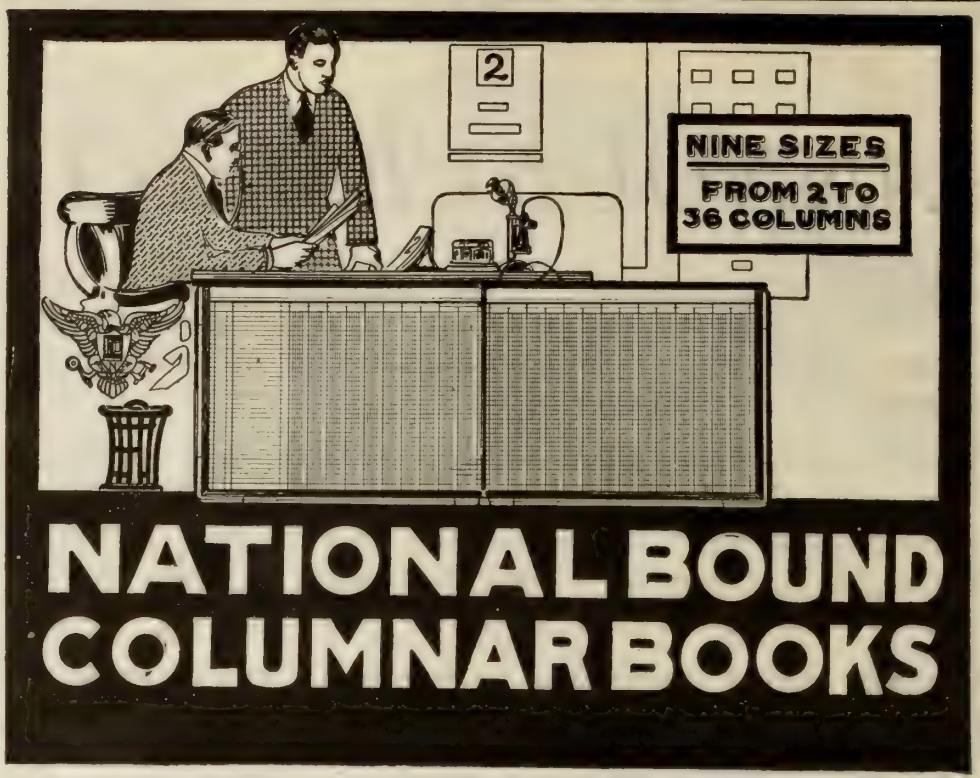
PENCILS

FACTORIES
BOHEMIA, CZECHO-SLOVAKIA

SOLE AMERICAN AGENCY
34 EAST 23rd ST., NEW YORK

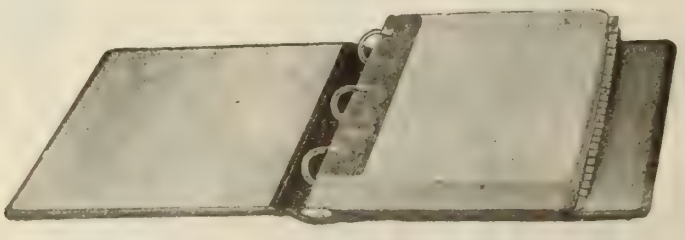
"KOH-I-NOOR" PENCIL COMPANY

IRVING P. FAVOR, Manager



Requisite in Every Office

NATIONAL BLANK BOOK COMPANY
HOLYOKE, MASSACHUSETTS





DOMINION LOOSE LEAF RING BINDERS

Used in offices to collect data regarding sales, prices, operating costs and pay roll records.

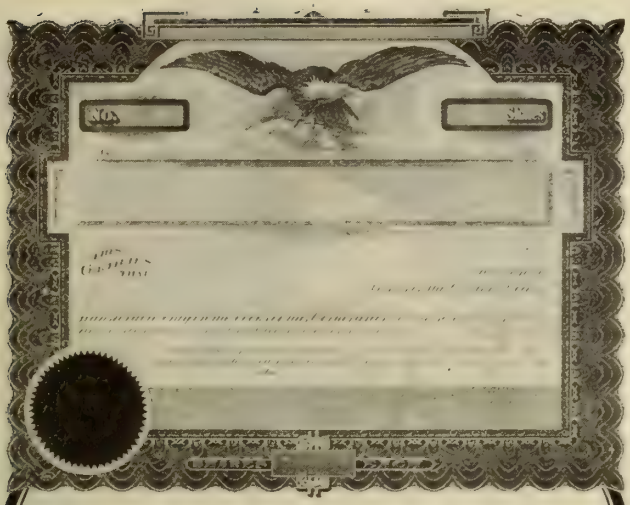
The construction of these binders is such that they hold with absolute security against accidental opening.

These made-in-Canada Binders are supplied in two styles of bindings: blue slate Canvas and Levant grained Texhide.

The following sheets are supplied for use with these Binders: Unruled, record, quadrille, 2 and 3-column Journal and D. E. Ledger. Also various Ready Record printed farms.

SOLD ONLY TO DEALERS—NEVER TO CONSUMERS

Dominion Blank Book Co., Ltd., Berthierville, P.Q.



Go to Goes for

Stock Certificates
Both Regular-Litho and Steel-Litho Designs
Stock-Certificate Binders
Bordered Blanks
Diplomas Certificates of Award
Bonds Mortgage Notes
Charters Insurance Policies
Marriage Certificates and Licenses

Bound and Loose-Leaf Corporation Record-Books

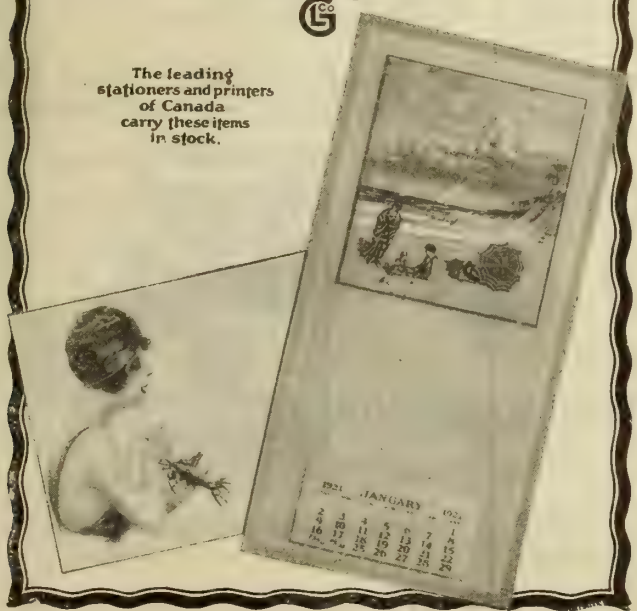
Lithographed Calendar Pads

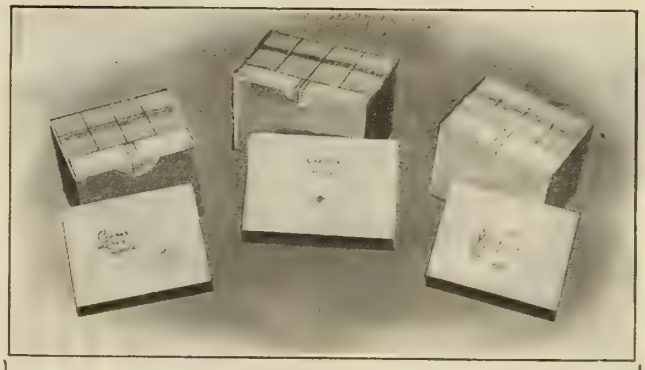
Art Advertising Blotters
Art Advertising Mailing Cards
Art Advertising Calendar Cards

Samples of any of these Goes Printers' Helps upon request

Goes Lithographing Company
41 West 61st Street
Chicago

The leading stationers and printers of Canada carry these items in stock.





If You Buy Ream Goods

You Will Be Interested in

CRANE'S STANDARD

Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets — 5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

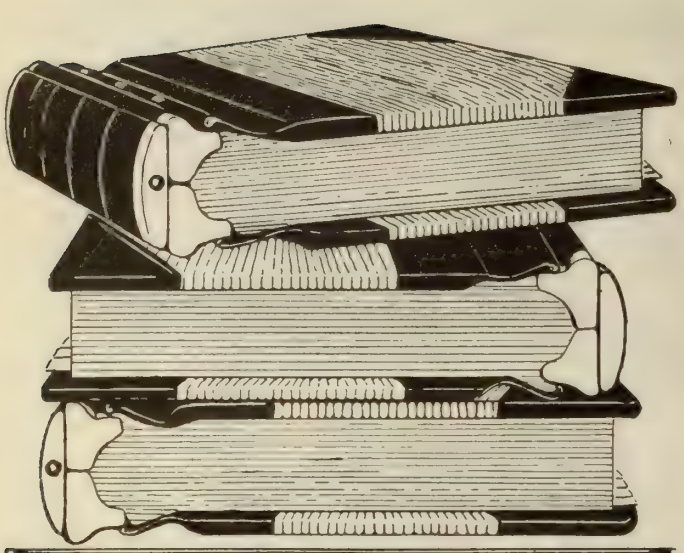
Offered at present in Crane's Linen Lawn and Crane's Kid Finish

These papers can also be had in the former put up of ¼th reams and ⅛th M in a huge variety of sizes, in quantities of not less than 5 reams and 2½ M.

Canadian funds accepted at par.

MADE IN BERKSHIRE
EATON, CRANE & PIKE CO.
REG'D
U.S.A.

EATON, CRANE & PIKE COMPANY
New York *Pittsfield, Mass.*



Standard B&P Loose Leaf Devices

and Blank Books

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

A Straight Talk About Trade Conditions

A GENERAL study of the market leads us to believe that many progressive merchants have ceased "marking time" and have begun to place orders now for 1921 delivery.

Far sighted retailers now see that it is bad business to let their stocks become depleted too greatly, because, in withholding their orders from the jobbers they might force trade to so stagnant a condition that they would have great difficulty in getting new goods when most needed.

In line with this careful consideration of the future, the jobber's best preparation is to place some of his own 1921 orders with manufacturers, so that he may also be sure of having goods when needed.

We are glad to find, in this, a tendency to strive for real business health and are ready to cooperate to our utmost.

No. 8 "CRAYOLA"

Drawing Crayon for School and Home



Have you our latest catalog illustrated in colors? If not, let us know.

BINNEY & SMITH CO.
81 Fulton Street, New York City



The **INDEX**
that makes
PHONING
more convenient

FOR SALE BY ALL JOBBERS

MANUFACTURED BY

CROWN STATIONERY COMPANY
12 WEST 17th STREET, NEW YORK

PROTECTS YOUR FINGER

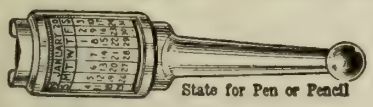


"ARGUS" Paper Fasteners

New patent—finger guard absolutely prevents point pricking. Made of steel and always stays in place. Cost no more than others and sell readily. Write for FREE sample.



You Can't Lose Pen or Pencil

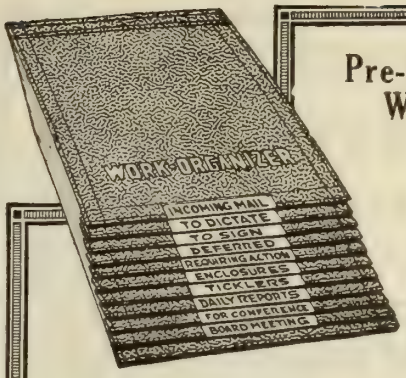


State for Pen or Pencil

Full Size

This wonderful UP-TO-DATE combination clasp and yearly calendar will more than pay for itself by saving pencils and time. At all good stationers or from us 20c. stamps or coins.

ARGUS MFG. CO. **Dept. 30**
402-406 N. Paulina St., CHICAGO, ILL.



The illustration above shows how Work-Organizers look. The one below shows how they are used. Illustration shows the No. 332, letter-size, 10 pocket, Black Seal Grain Fabrikoid, $5.25—one of the most popular styles. Same Size, genuine leather cover, $15.00. Paper cover, $1.90.

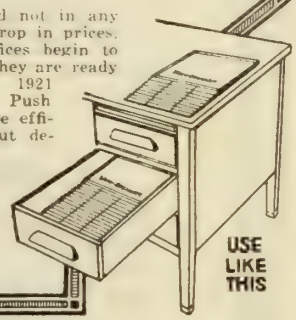
Pre-War Prices on Work-Organizers

Have you noticed that Work-Organizer prices were not increased during the war, nor since?

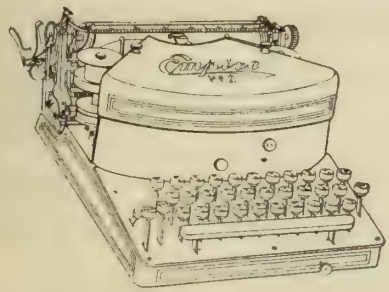
It was a hard fight, but with the co-operation of the raw material factories and supply houses we squeezed through without having to increase any prices except on a few of the highest priced numbers.

The popular 300 line and 700 line (nine style numbers) went clear through from 1914 without a change. It doesn't look as if we were going to be able to go below pre-war prices, but we are already on a pre-war basis.

Our dealers are not overstocked and not in any danger of getting caught heavy by drop in prices. The line is **selling** also. When offices begin to look for ways of reducing expenses, they are ready to consider better office methods. 1921 promises to be the stationer's year. Push the lines that help make offices more efficient and you need not worry about decreased sales.



Work-Organizer Co.
725 W. Grand Blvd. DETROIT



Empire

We are open to appoint agencies in cities and towns where not at present represented. This offers a first-class proposition for office specialty distributors.

Empire Typewriter Co. of Canada, Limited
Head Office and Factory - - MONTREAL, P.Q.

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

Increase *Your* Eraser Trade

by stocking the

"COLONEL"

BRITISH MADE
PENCIL & TYPE

ERASERS

They Sell on Sight and Please Customers

Live stationers are stocking the "Colonel" Erasers because they can be offered with every confidence as to the reliability of the Rubber and its effective erasive quality.

Their Superior Ingredients Guarantee Eraser Perfection

Pencil Erasers, Usual Sizes



White, Pink and Green

THESE ARE MOST SYMPATHETIC IN ACTION

Quick but Not Harsh on Paper



Made in Circular, Hexagon, Triangular, and Bevel Shapes

"COLONEL" TYPEWRITER ERASERS ARE UNEQUALLED IN QUALITY.



BEVEL INK AND PENCIL ERASERS.
Made in three sizes and most convenient for office use.

"COLONEL" GREEN TRACING ERASERS.
For use on Tracing Cloth. Two sizes.

Also
WHITE AND CARMINE PENCIL BEVELS.
and Combined Ink and Pencil Erasers.

"Colonel" Erasers are made by the Manufacturers of the famous "Colonel" Golf Balls.

Supplied Through Jobbers.

Our Distributing Agents for Canada: Menzies & Co., Ltd., 439 King St. W., Toronto, will be glad to supply Samples and Prices.

Sole Manufacturers

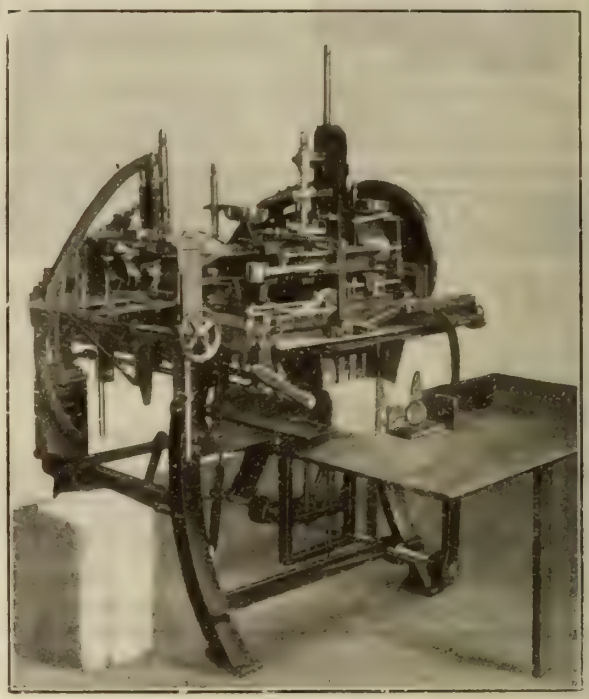
St. Mungo Manufacturing Co., Ltd.
GLASGOW, SCOTLAND

Contractors to H. M. Government Departments.

THE CARMIC

AUTOMATIC ADJUSTABLE ENVELOPE OR BAG FOLDING MACHINE.

BRITISH MADE THROUGHOUT



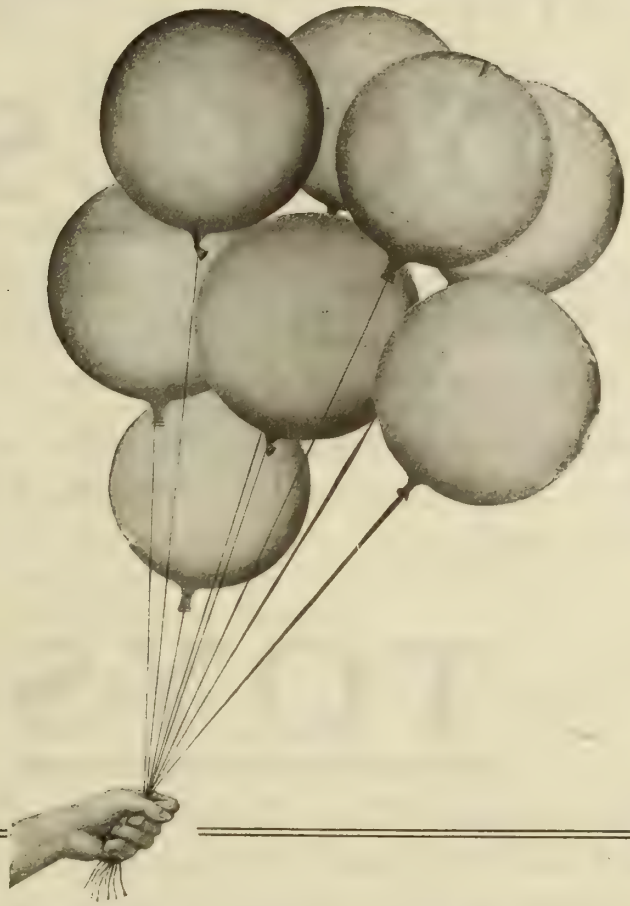
ADVANTAGES OF THE CARMIC:

1. Any size Envelope or Bag can be folded upon the **"Carmic,"** within the specified range of each Machine which is practically unlimited.
2. The change from one size to another being carried out in about one hour. No additional boxes needed. Same box used for all sizes.
3. All classes of paper can be folded.
4. Output of Machines from 28,000 to 32,000 per day.
5. Does not require special skill to operate.
6. Very little motive power is needed to drive Machine.
7. Best material and workmanship throughout.
8. Space required for machine and operator, 7 ft. x 5 ft.
9. Machines supplied ready for working.

Prices and Particulars to be obtained from

Peter Carmichael & Co., Ltd.
303, SOUTHAMPTON STREET
CAMBERWELL, LONDON, S. E. 5, ENG.

Telephone: Hop 479.
Telegrams: "Encarmicom, Camb, London."



Did You Ever Realize That There Is Real Profit In These?

You may ask why? Well, in the first place the kiddies take real enjoyment from them, particularly during the cold weather when they have to remain indoors.

Another fact is that they are not expensive to buy and consequently purchases are made more frequently than when considering a more expensive toy.

Inflate a few different colored balloons and display them in your window. Suggest them for Dances, Parties, etc., where they are used continually and appreciated even by grown-ups.

Write for Catalogue and Full Particulars.

THE EAGLE RUBBER CO.

ASHLAND, OHIO

Canadian Agents:

MENZIES & CO., LIMITED, 439 King St. West

TORONTO, CANADA

DOLLS

Full Jointed—Kidaline—Character "Baby Ella" —"My Darling"—"Baby Rose". Bisque heads, glass sleeping eyes, natural or mohair wigs.

Manufactured and sold exclusively by Morimura Brothers and cannot be surpassed in quality, finish, or price.

TOYS

"Little Hostess Toy Tea Sets"—Bisque and China Limb Dolls—Celluloid Dolls and Novelties—Wood Toys—Xmas Santa Claus Novelties —Lacquer Ware and Brown Bamboo Baskets.

Import 1921 Delivery

See this merchandise exhibit, shown by our Mr. F. H. Hayward, Windsor Hotel, Montreal, Que., Jan. 4th to 15th; Queen's Hotel, Toronto, Ont., Jan. 16th to 28th, or our New York main office.

MORIMURA BROS.

Importers

53 West 23rd Street **New York City**



ART in SOFT TOYS and FANCY GOODS



Animals, Dolls, Mascots, Caricatures, etc., in Felt and Fur

CUSHIONS, FANCY BOXES, PHOTO FRAMES, CALENDARS, ART NEEDLEWORK IN EXCLUSIVE DESIGNS.

The finest materials and the highest class of workmanship only are employed in the manufacture of our goods.



See our Stand, No. 28, at the British Industries Fair, White City, Shepherds Bush, London, England.



HARWIN & CO., Limited

MANUFACTURERS

52, Blackstock Road, Finsbury Park, LONDON, N. 4, England

City Showroom: 22, NEWGATE STREET, E. C. 1

PEACOCK & CO., LTD.

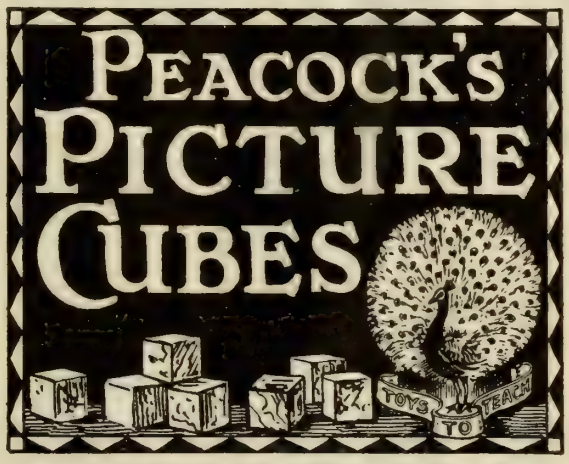
3, ADELAIDE TERRACE AND 2, PREBEND ST., N.1.

LONDON, ENG.

MANUFACTURERS AND PUBLISHERS OF

BRITISH KINDERGARTEN AND EDUCATIONAL TOYS

DISSECTED MAPS,
PICTURE CUBES,
JIG-SAW PUZZLES,
SPELLING BOXES,
INDESTRUCTIBLE BUILDING BRICKS,
CUT-OUT ALPHABETS,
A.B.C. BLOCKS.



OUR RANGE OF BLOCKS, BRICKS AND PUZZLES DEFIES COMPETITION AT HOME OR ABROAD FOR PRICE, VALUE OR QUALITY.

YOU ARE CORDIALLY INVITED TO VISIT US AT

STAND No. M. 55

BRITISH INDUSTRIES FAIR, FEB. 21—MAR. 4, 1921

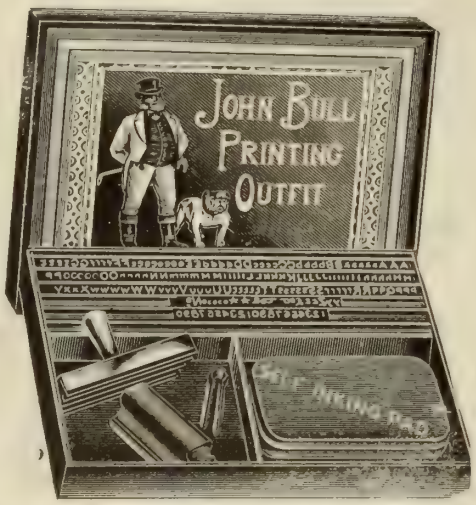
WHITE CITY, SHEPHERDS BUSH, LONDON, ENGLAND

W. E. CHRISTIE

59 Old Street, E.C. 1, London, Eng.

Manufacturer of

"John Bull" Toy Printing Outfits



(RUBBER TYPE)

COMBINATION SETS

WRITING AND PRINTING
WRITING AND PAINTING
PRINTING AND PAINTING
and Other Stationery Trade Novelties

STAND 107
BRITISH INDUSTRIAL FAIR

Feb. 21--Mar. 4, 1921

WHITE CITY, SHEPHERDS BUSH
LONDON, ENG.

THE ART TOY MANUFACTURING CO. LTD.

71B GOWAN AV.
FULHAM PALACE ROAD, LONDON

"Misska" toys are the ideal toys.

Your stock is incomplete without "Misska" toys.

They are washable and will float. "Misska" toys are made in plush of various artistic colourings and are beautifully soft and pliable.

"Misska" toys are British made and of British materials.



"MISSKA" DOLLS



Of World-wide Fame

MISSKA TRADE MARK

"Misska" toys are sold by all first-class toy dealers throughout the world.

"Misska" designs and trade mark are registered throughout the world.

"The prettiest dolls made in England." — *Daily Sketch*, 15/9/19.

Add "Misska" toys to your stock.

You are cordially invited to visit us and inspect our

EXHIBIT OF "MISSKA" TOYS AT OUR STAND
BRITISH INDUSTRIES FAIR

WHITE CITY, LONDON, ENG., FEB. 21-MARCH 4, 1921



H. T. Knight, Ltd.

332 · 332ª · 332ᶜ · 334
GOSWELL RD · LONDON · E.C.1

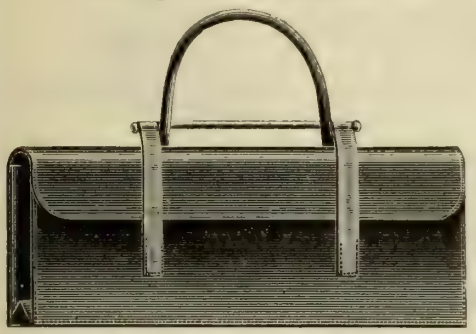


ACTUAL MANUFACTURERS OF

HIGH CLASS BRITISH LEATHER GOODS

Music Cases, Attache Cases, Attache Writing Cases, Ladies' Blouse Cases, Etc., Etc.

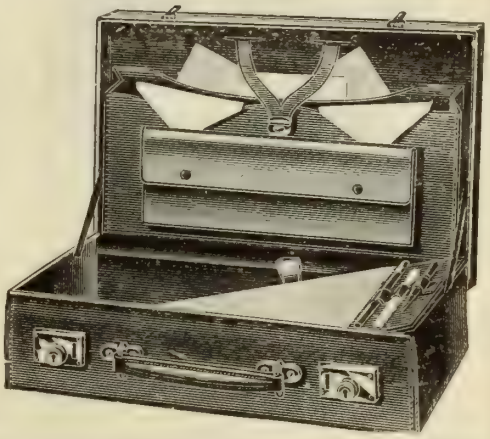
Catalog BSII on Request



WE INVITE YOU TO VISIT

STAND F103

BRITISH INDUSTRIES FAIR
WHITE CITY
SHEPHERD'S BUSH
LONDON, ENG.
FEB. 21 - MAR. 4
1921



TUCK'S
ART PRODUCTIONS

IF YOU WANT THE BEST ART VALUE

LOOK FOR THE EASEL AND PALETTE TRADE MARK

NEW YEAR
BIRTHDAY

CHRISTMAS CARDS

POSTCARDS
PHOTOGRAVURES
OILETTES
OIL FACSIMS
etc.



CALENDARS
GIFT BOOKS
TOY BOOKS
ZAG-ZAW PUZZLES
etc.

Of all the leading dealers throughout the world.

Illustrated Catalogues post free on application

RAPHAEL TUCK & SONS LTD
RAPHAEL HOUSE, MOORFIELDS, LONDON, E.C.2

YOU ARE CORDIALLY INVITED TO VISIT US AT STAND G23

BRITISH INDUSTRIES FAIR

WHITE CITY, LONDON, ENG., FEB. 21--MARCH 4, 1921

Novelties from the Factory of

SIMON KAUFMANN

42, Tottenham Street, Tottenham Court Road,
LONDON, ENG.

ALL BRITISH MADE



FANCY LEATHER GOODS
PHOTO FRAMES AND CASES
VANITY CASES
NOVEL JEWEL CASES
CIGAR AND CIGARETTE CASES
POCKET BOOKS AND COIN PURSES

YOU ARE INVITED TO VISIT
STAND E. 16
BRITISH INDUSTRIES FAIR
WHITE CITY, LONDON, ENG.
FEB. 21 - MAR. 4, 1921

TRADE D S MARK

D. DAVIS

TRADE D S MARK

Established 1895

20 RED CROSS ST., E.C. 1
LONDON, ENGLAND

MANUFACTURER OF

HIGH-CLASS LEATHER GOODS. ATTACHE CASES. HAND BAGS. JEWEL BOXES. DRESSING CASES *and* NOVELTIES

Stand F. 42
BRITISH
INDUSTRIES
FAIR
SHEPHERDS BUSH
LONDON, ENG.
Feb. 21-
Mar. 4
1921

Canadian Trade Solicited

FAUDELS, LIMITED

NEWGATE STREET, E.C. 1, LONDON, ENGLAND

EXPORTERS OF

LEATHER GOODS, STATIONERY, MUSICAL INSTRUMENTS, FANCY METAL GOODS AND SILVERWARE

Specializing in—

Coronet and Peacock Brands Art Needlework, Silks, Cords, etc., for CANADIAN TRADE.





STAND No. E.81.

WHITE CITY, SHEPHERDS BUSH

British Industries Fair, Feb. 21-Mar. 4, 1921

A. BELL, Manufacturer and Agent

Showroom: Phone 2735 City. **24 Silk St., Whitecross St., LONDON, E.C. 2.**

British Industrial Fair, Stands N 84 to 87.

THE BEST LINES FOR OVERSEAS BUYERS

DOMETO BUILDING BRICKS

This line has now been on the market for four years, and is now recognized as one of the best types of Constructional Toys. Builds architectural models of every description.

BAR-KNIGHT STEAM ENGINES

These Model Steam Engines are made in locomotive, horizontal and vertical designs, with and without Reversing Gear. ALL BRITISH manufacture and thoroughly reliable. Best finish and workmanship.

MORGAN NATURE TOYS

The merits of these lines are so well known that it is only necessary to add that the new designs for this season are better than ever.

HIGH-CLASS WOOD TOYS

These are made at my own factory—Criterion Toy Works, Fairbridge Road, Holloway, London, W., and include Swings, Hay, Sand and Pole Carts, Desks, Noah's Arks, etc., etc. Best workmanship and finish. **Borit Patent Constructional Toy.**

HIGHLAND TOYS LTD.

Manufacturers of really Natural Models of Large Stuffed Animals on wheels. Tip top quality.

KENT TOY CO.

Dolls' Fruit Cakes, Vegetables. Bright finish Cone Birds. Fantastic and attractive.

Buyers Looking For New **HIGH-CLASS TOYS** ***should inspect our complete selection of samples.***

BALLOONS!

THE BEST ARE THE "MOHICANS"

"Mohican" Toy and Advertising Balloons are manufactured from finest quality rubber of fast, brilliant and non-poisonous colors.

"Mohican" Balloons inflate larger and last longer than ordinary. Each and every balloon is tested and carefully inspected before leaving the factory.

THE MOHICAN BRAND OF TOY BALLOONS comprises a variety that is second to none.



"Mohican" Air and Gas Balloons. Plain, in the following shapes—Round, Sausage, Balloon and Airship.

"Mohican" Balloons with "Ever Tight" Valves also in a wide range of sizes and shapes.

"Mohican" Balloons with Squawkers in various sizes and in Round, Sausage and Airship designs.

"Mohican" Watermelon Balloons with valves, in three sizes and of watermelon shape.

"MOHICAN" ADVERTISING BALLOONS are very valuable for advertising purposes. A postcard with your name and address will bring you full particulars.

When buying Balloons be sure you ask for "Mohicans." Don't order before you get our prices—you will find them the lowest. Write us to-day.

ROBERTSON & MURPHY, LIMITED

247 ST. PAUL ST. WEST **MONTREAL**

Canadian Representative for

THE MOHICAN RUBBER COMPANY

ASHLAND, OHIO, U.S.A.

Feb. 21 BRITISH INDUSTRIES FAIR March 4
SHEPHERDS BUSH, LONDON, ENGLAND

DEAN'S RAG BOOK CO., Ltd.,

will show their range of RAG Productions
for 1921, including:

ALL BRITISH

RAG Books, RAG Dolls and Toys,
Patent *"Tru-to-life"* RAG Dolls,
Patent *"Tru-to-life"* Animals,
Patent "Scootazoo" Toys and "Scootakids"
Series. RAG SWIMEESY BUOYS, Etc.,
and an entirely new range of Dressed Dolls.

ALL BRITISH

STAND No. M 69

Canadian Selling Agents:

TRADE MARK



Registered in All Countries

BARTON & IMRIE
ROOM 19 34 VICTORIA STREET
Toronto——————Canada

TRADE MARK



Registered in All Countries

DEAN & SON, LTD.

160D Fleet St., London, E.C. 4

will exhibit at

STAND No. M 68
BRITISH INDUSTRIES FAIR

their latest lines of

Toy Books **Painting Books**
Counting Frames **Paint Boxes**
Baby's Rattles **Cubes and Dissecting Puzzles**



Dealers' Profit-Sharing Anniversary Specials

February 1921 will witness the 21st Anniversary of the introduction to the world of

Moore Push-Pins

"Glass Heads—Steel Points"

Moore Pushless Hangers

"The Hanger with the Twist"

"Standardized and Advertised The World Over."

To commemorate this occasion, which also marks the introduction in our factories of improved manufacturing devices, increased facilities and ability to make faster deliveries, we will allow an extra 5% discount from list prices upon all Push-Pin and Hanger orders received during December, for deliveries in January and February, 1921.

Our increased national advertising campaign is already stimulating the demand.

Send for Samples and Dealers' Discounts at once.

Moore Push-Pin Co., 117 Berkley St., Philadelphia, Pa.







MOISTEN THEM with the ARGUS MOISTENER

Always ready for use. Sanitary. Moistens flap or stamp neatly, quickly—in series or singly. Beautifully nickel-plated, highly desirable for **OFFICE OR HOME**

Useful gift. Will be keenly appreciated by social letter writer or office employee.

PRICE, PREPAID **$2.35** Ask your stationer or send us $2.35. Our guarantee with every one. Money refunded if not satisfied.

ARGUS MFG. CO., 402-6 N. Paulina St., Dept. 30, CHICAGO

British Goods Are Standards of Value



A popular quick selling pen:

THE "ROB ROY"

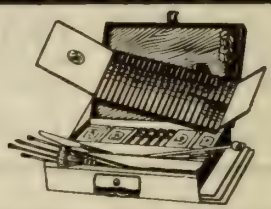
Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

ARTISTS MATERIALS



We carry a complete line of Artists Materials

Agents for Winsor & Newton, London, Eng.

A. RAMSAY & SON Co

ESTD. 1842. MONTREAL.

Established 20 Years

W. S. TURTON & CO.

30 and 32 Gravel Lane

SALFORD

Manchester, England

Manufacturers of *Special Lines* in Counting Frames, Blackboards and Easels, Dolls' Bedsteads, Kites, Toy Fishing Nets.

WATERSTON'S

"BEE" BRAND

MARK

SEALING WAX

Factory:
Warriston Works, Edinburgh, Scotland

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH

MEET THEM WITH YOUR ADVERTISEMENT

$5 a month on yearly contract



Hold the Line

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Canada

(Registered)

London (Eng.) Export Agency

8 St. Bride Street

LONDON, E.C.

Music and Musical Merchandise

A Guide for Buying and Selling

THOUSANDS *of* DEALERS

Are finding "FEIST SONGS" a most profitable line.

Music sales were never larger than they are to-day.

Write us for Prices, etc.

LEO FEIST LTD.
193 Yonge St. Toronto

The R. S. Williams & Sons Co., Limited

Edison Phonograph Distributors

Musical Instruments of Quality.

Write for Catalogs.

THE R. S. WILLIAMS & SONS CO. LIMITED
Winnipeg, Calgary, Montreal, Toronto

COMING!

More New Music Trade Advertisements Will Appear in This Department Next Month.

WATCH FOR THEM

Music Trade News

HOW ABOUT PHONOGRAPHS?

The growing importance of phonographs and records in the business done in book and stationery stores affords food for reflection on the part of every retailer in the trade. Some of the retailers have not been alive to their opportunities in the exploitation of this field, while others have been satisfied with selling merely the very lowest priced instruments or having in stock only one phonograph so as to enable them to sell records.

When the big volume of business done in selling phonographs and records, by the more aggressive booksellers and stationers is considered, it reflects on the business sagacity of those dealers who seem to be satisfied with merely tagging along in sort of a willy-nilly manner.

For profits' sake why not get into this business or get out of it?

The opportunities in this line are boundless. Even in a medium sized town a bookseller and stationer, if he determines to do so and proceeds intelligently, can build up a business of such volume with this one line as to equal the total of any other branch of merchandise he handles in his store. This is not an exaggerated assertion. It is being done by merchants whose stores are known as bookstores.

THE POWER OF MUSIC

In the hour of death music will speak to you of a life filled with an eternity of joy and song.

In the hour of vision music will give power and scope to your imagination and bring into reality the things that were not.

In the hour of high purpose music will summon the potentialities of your soul and urge them forward to great and glorious achievement.

Such is the power of music; to this power open the doors of your soul and there will enter into life a greater fullness of all that makes for progress and joy.

—Waldo Pondray Warren, in "The Musicale."

TALKING BALLOONS

A new item in balloons introduced by the Eagle Rubber Co., of Ashland, Ohio, is a talking balloon. These balloons really say "papa" and "mamma" through manipulation of the lips. This should prove a popular novelty.

Q. R. S. PLAYER ROLLS

The most popular and best selling player-piano rolls in the business. They sell better because they play better.

A big list of classics and popular selections, with or without words.

YOU CAN MAKE MONEY SELLING Q. R. S. ROLLS

The only standard Player Roll Service in Canada.

WRITE US FOR LISTS AND PRICES.

The Musical Merchandise Sales Co.
Sole Canadian Distributors Brunswick Phonographs and Records, Q.R.S. Player Rolls, Reflexo and Brilliantone Needles.
78 Wellington St. W., Toronto.

A Fast Seller 40% Profit



There is a real profit in these books—and they sell very fast. Everyone wants a book of poems when sold at such a low price, and *when it contains every popular poem that they want.*

101 Famous Poems

is such a desirable book that a display of them will sell every one in your stock. You take no chances because in lots of 25 or over we allow 6 months free return privilege.

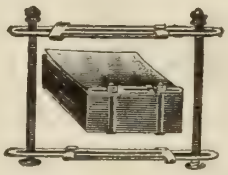
Prices: Crash cover retails 25c, costs you 15c. Board cover retails 35c, costs you 21c. Rose colored silk finish cover (for gift purposes)—a fast seller—retails $1.50, costs you 90c. F.O.B. Chicago. *Sample free.*

Our Other Books: *101 Best Songs, Every day Songs, Favorite Songs* (Catholic).

Cable Co., 1703 Cable Bldg., Chicago

Watch This Page for Specialties

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York



DESK PADS

Good Merchandise—Fair Prices

Satisfaction Guaranteed on all specialties

Leather and Brass Corner Desk Pads
(Flexible and stiff—60 styles)

Glass Desk Pads
(3 styles—3 sizes)

Cloth Covered Card Index Cabinet
(Standard Sizes)

L. SAINBERG
657 W. Houston St. New York

Canadian Representative
Standard Distributing Co., Guy Block
Montreal, Que.

"The Guarantee of Quality"

FULTON

Self-Inking

Stamp Pads

Line Daters
Numberers
Sign Markers
Rubber Type
Printing Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

SMITH DRAWING COMPASS

The F. A. Smith Manufacturing Company, Inc., of 183-187 North Water St., Rochester, N.Y., has recently brought out a practical drawing instrument which combines simple construction with accurate adjustment. The telescopic handle contains extra leads.

The lead holder in the bottom of this compass is designed to use a standard diameter lead, same as in the ordinary pencil—a feature that will be readily appreciated by the user when short of extra leads.

Students, draughtsmen and artists will find in this new inexpensive compass a very serviceable article.

STACY AUMONIER

As W. L. George, St. John Ervine, and Gilbert Cannan are of the Wells School, so is Stacy Aumonier a disciple of Galsworthy. Indeed he has said that he owes much to the inspiration he received from Galsworthy's works and a great deal to the latter's personal sympathy and encouragement. Aumonier knows how to tell a story and has a strongly individualistic manner of doing so, but the Galsworthy influence is nevertheless discernible.

Aumonier is a comparative newcomer among novelists, his first novel being "Olga Bardel," followed by "Just Outside," and then "The Querrils," which brought him fame. His latest novel is "One After Another." He has of course written numerous short stories, many of which have been published in American as well as in English periodicals.

Before "drifting into literature," as he himself puts it, Stacy Aumonier had made quite a reputation in London theatres, concert halls and private homes by giving character sketches—impressions of people seen on buses, on the streets, in the tubes and about the countryside. All this was knocked on the head when the war came.

There was no glory for Aumonier in the World War. He was a B3 man and was at first set to work in the Army Pay Corps, later becoming a chart maker in the Ministry of National Service.

Aumonier is of Hugenot descent. His ancestors went to England after the massacre of St. Bartholomew, settling in Spitalfields as silversmiths.

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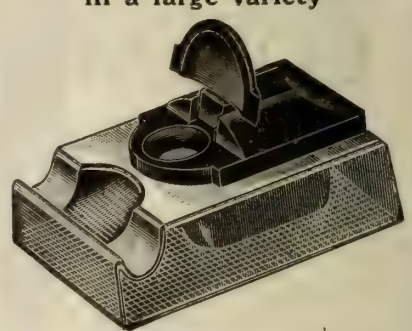


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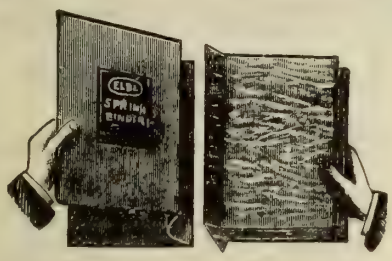
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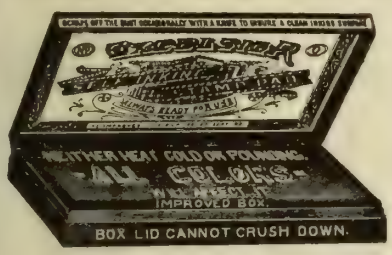
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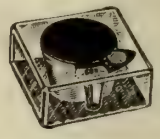
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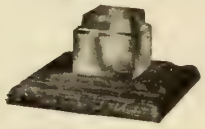
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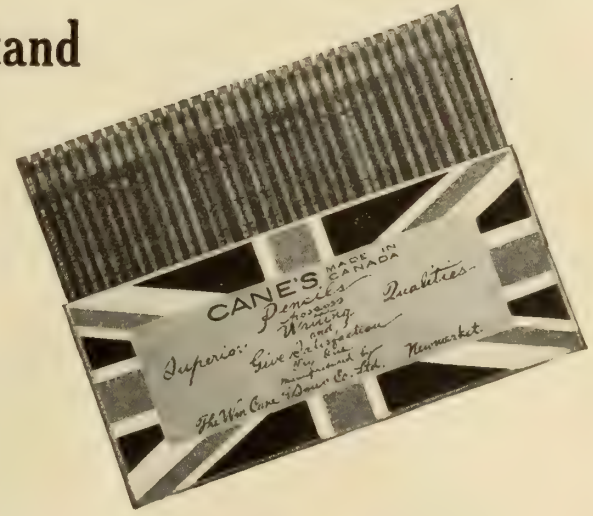
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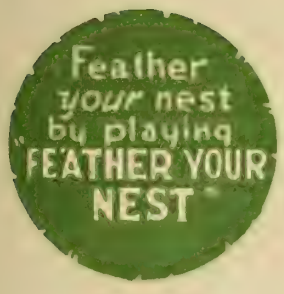
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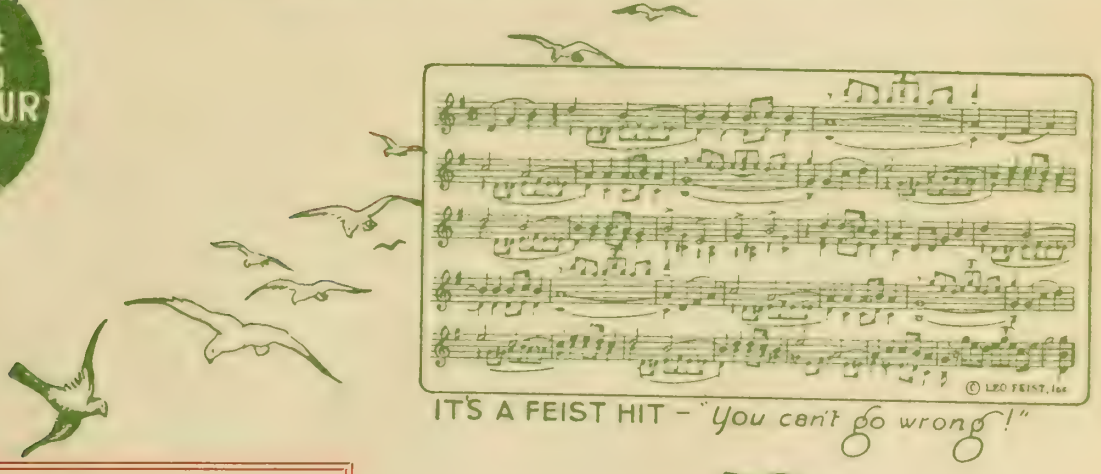
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There is real money in selling sheet music intelligently. One Toronto dealer bought over $1,000 worth of Feist songs in December, usually an off month for sheet music. There has been no slump in sheet music and less money lost by dealers during this period of deflation than in almost any other line. Sheet music is the best propaganda for selling records, rolls, phonographs and pianos. Give more thought to music.

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193 Yonge Street, TORONTO
New York: LEO. FEIST, INC.





RB ★-2.50	-0001
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RE ★-0.75	-0003
RA ★-1.25	-0004
SE Ch-7.45	-0005
RD ★-0.33	-0006
RD ★-4.25	-0007
RA Pd-0.50	-0008
RD ★-0.89	-0009
RB ★-0.15	-0010
RE ★-5.35	-0011
SA Ch-4.50	-0012
-D NS-0.00	-0013
RB ★-2.23	-0014
SD Ch-3.75	-0015
RA ★-4.08	-0016
RE ★-0.75	-0017
RD ★-1.00	-0018
SE Ch-1.25	-0019
RB ★-5.75	-0020
RD ★-0.47	-0021
RA ★-1.25	-0022

The history of the day's business

Every time a sale is recorded on an up-to-date National Cash Register, a complete record of the sale is printed on a strip of paper inside of the register.

This strip of paper is called the detail-strip.

It shows how much business is done during certain hours, or during the merchant's absence.

It cannot be removed or changed without the merchant's knowledge.

It prevents the cash drawer being opened without a permanent record being made.

At the end of the day, the merchant takes the detail-strip out of the register and files it away.

It gives him a permanent, unchangeable history of each day's business.

The detail-strip is only one of the many features which make up-to-date National Cash Registers a business necessity.

This is a section of the detail-strip. For each transaction it shows (1) whether a receipt or slip was issued, (2) the initial of the clerk, (3) the kind of transaction, (4) the amount, and (5) the number.

Let our representative show you how it will help you make more money.

We make cash registers for every line of business

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CASH REGISTER CO.
OF CANADA LIMITED

FEBRUARY BOOK NEWS
FROM THE LIVEST BOOK LIST IN CANADA

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From now on "P. O'D." must be recognized as Canada's greatest humorist. His "Imperfectly Proper" is a never-failing source of laughter. His circle of delighted readers is steadily growing.

DELL

Everybody—well, nearly everybody—will buy a Dell book. "Top of the World" is one of the most fascinating stories of modern times and has added one more to the steady selling list of Dell novels.

CODY

A unique story of the Northland, vibrating with action, romance, and adventure. In "Glen of the High North," H. A. Cody follows up the success of his previous wholesome, humorous, and vivid pictures of the far Northwest.

BAXTER

"The Blower of Bubbles" and "The Parts Men Play" put Arthur Beverley Baxter in the very forefront of modern writers. London literary critics have acclaimed him a peer of the greatest British novelist.

STRINGER

In "The Prairie Mother" Arthur Stringer produced the most human novel that has ever come out of Canada. "Really a well-told, absorbing, human tale," says one of Canada's most careful critics.

The first editions of these books were snapped up as soon as they came off the press. The interest in every one of them continues to increase—they are all **LIVE BOOKS.** They will be in steady demand for twelve months of the year. New editions are now ready. Place your order now, and make it **BIG ENOUGH.**

SOME OF OUR NEWEST

New Oppenheim—JACOB'S LADDER (Ready Feb.)
An Oppenheim is always a best seller.

New Bower—COW COUNTRY (Now Ready)
Bower leads in stories of the cattle country.

New Floyd Dell—MOON CALF (New Edition Feb.)
"Drop everything and read Mooncalf," writes a New York literary editor.

New Stringer—WINE OF LIFE (Ready Mar. 15)
Stringer is a top-notcher among the authors of this continent.

New Simpson—SWAMP BREATH (Now Ready)
Another thrilling tale of Africa by the author of "Bite of Benin."

New Jenkins—MALCOLM SAGE, DETECTIVE (Ready Mar. 15)
"Nothing so good since Sherlock Holmes," is the verdict of a leading Canadian librarian.

New Western Canada Novel—BLUE PETE: HALF BREED (Ready Feb.)
Cattle rustlers and cowboys and North-West Mounted Police—full of thrills and hairbreadth escapes—other writers may imagine what the West is like: Luke Allan knows.

McCLELLAND & STEWART The Livest Book List in Canada
215-219 Victoria Street, Toronto

BOOKSELLER AND STATIONER, February, 1921. Volume XXXVII. Published in Toronto every month by The MacLean Publishing Co., Ltd. Yearly subscription price, $2. Entered as second-class matter at the Post Office Department, Ottawa.

Louisa M. Alcott's Works

Canadian copyright editions—printed and bound in Canada—of eight books, in beautiful colored Jackets, to sell at $1.25.

LITTLE MEN
LITTLE WOMEN
JO'S BOYS
OLD-FASHIONED GIRL
EIGHT COUSINS
ROSE IN BLOOM
UNDER THE LILACS
AUNT JO'S SCRAP BAG

Don't you see your opportunity?

3 Notable Announcements

Each of which means Big Business for you

To be published in August

Harold Bell Wright's

"Helen of the Old House"

For obvious reasons this will in probability be by far--

THE BIGGEST SELLER OF THE YEAR

These will help to provide all-summer business

Canadian Copyright Editions
Made-in-Canada of

Molly Elliott Sewell's

Black Beauty

To retail at 60c., $1.25 and $2.00 net.

Another Opportunity

THE RYERSON PRESS

Publishers

TORONTO

Look at these names——

and then think of the opportunities they offer for big spring business

THE AUTHORS:	THEIR NEW BOOKS:
William J. Locke *Author of "Beloved Vagabond," The Rough Road," Etc.*	**THE MOUNTEBANK** All the world loves a vagabond. This book presents another of Locke's wonderful vagabonds, who also became a lover. The book is fully up to the Locke standard.
Archibald Marshall *Author of "Sir Harry," "Exton Manor," Etc.*	**THE HALL AND THE GRANGE** Mr. Marshall's new novel deals with country house life in England immediately subsequent to the War, suggesting the problems that we in Canada hint at, but know nothing of.
Joseph Conrad *Author of "Typhoon," "Arrow of Gold," Etc.*	**NOTES ON LIFE AND LETTERS** The best book buyers in your community will be interested in this new Conrad production, really a book of essays, written by a master hand.
Marie Corelli *Author of "Thelma," "Boy," etc.*	**THE LOVE OF LONG AGO** Short Stories, this time, from Miss Corelli's pen. You know how every woman in your town will be anxious to wade into this book.
Vingie E. Roe *Author of "Maid of the Whispering Hills."*	**VAL OF PARADISE** Val is a fearless, beautiful girl, the idol of the cowboys on her father's ranch. This provides the foundation.
Edison Marshall *Author of "The Voice of the Pack."*	**THE STRENGTH OF THE PINES** Everyone who read "The Voice of the Pack" will want this book, breathing of the freshness and cleanness of mountain air. It, too, is a novel of life in the open.
Henry St. John Cooper *Author of "Sunny Ducrow."*	**JAMES BEVENTWOOD, BART.** This novel, like "Sunny Ducrow," is set in London, and somewhat like the other one, is a study of British democracy.
Octavus Roy Cohen *Author of "Come Seven," "Gray Dusk," Etc.*	**SIX SECONDS OF DARKNESS** Another of those breath-taking detective stories, of course with the solution held until the end of the book.

These are but a few from our splendid spring list.

THE RYERSON PRESS

Publishers

TORONTO



Zane Grey has gone over the top again

One dealer in Vancouver re-ordered 100 "The Mysterious Rider" in three days after publication. A dealer in Toronto has re-ordered 25 four times in two weeks; another dealer in Toronto has sold 200 in three weeks. A dealer in Montreal sold 25 in one week and re-ordered 75 more.

THE MYSTERIOUS RIDER

By ZANE GREY

YES—he's done it again! Zane Grey's new story will take you and hundreds of thousands of his other admirers out once more into the American West, there to watch the unfolding of the most fascinating story the author has ever written.

HE came to the Belllounds ranch — the Mysterious Rider — no one knew from where; a man of middle age, gentle, kindly, but so terrible a gun-fighter that they called him "Hell Bent" Wade. He played the part of fate in all their lives, and only when the inevitable tragedy came and the Mysterious Rider made the great sacrifice did they know. Then out of the shadow of that tragedy Columbine came into the sunshine of love. A novel written with that literary charm and beauty of which Zane Grey is master; swift-moving, full of the glamour of romance and adventure, and with the breath of Western plains and mountains in its pages.

"The Mysterious Rider" is even better than Zane Grey's last book, that outsold all other novels of 1920. "Great!" that's what you'll say when you've read it.

The men and women of Zane Grey's great audience will need no urging to secure their copies of "The Mysterious Rider." But to those who have not yet known the pleasure of reading his stories of real men, lovable women, and the great out-of-doors, we say—get your copy right away. It means evenings of genuine pleasure.

With colored jacket by Frank Tenny Johnson and black and white illustrations by Frank B. Hoffman. $2.00.

JUST PUBLISHED

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The Musson Book Co., Limited, Publishers, Toronto

Ready Shortly "THE WONDER BOOK OF THE YEAR"

THE PRINCE OF WALES' BOOK

A Pictorial Record of the Voyages of H.M.S. "Renown"



We have the honour to announce that we are publishing the above book about the end of February on behalf of St. Dunstan's Institute for Blinded Soldiers and Sailors.

There are nearly 300 illustrations in the book; 144 of which are Canadian, and retails at only $2.00.

We are sure you will be willing to realize the hope expressed in His Royal Highness's message and help us to secure the largest possible sale for this book—with its noble object—by sending the biggest order you can.

> *"I hope that all who can will buy this book of photographs and will thus help me to secure the largest possible assistance for our sailors and soldiers who were blinded in the war."*
>
> *From the Prince of Wales' facsimile autograph message which appears in the book.*

The demand for the PRINCE OF WALES' BOOK will be so enormous that it is most important to order copies now.

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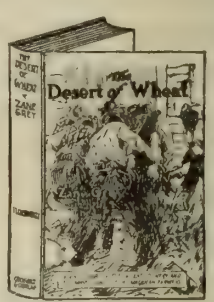
Jungle Tales of Tarzan

by Edgar Rice Burroughs, author of the Tarzan and Mars Books

In this volume Tarzan, the foster child of the ape tribe of Kerchak, fights his way by the power of brain and muscle to the highest rank among the apes, and by his wonderful exploits proves his superiority and his right to the ape kingship.

THE DESERT OF WHEAT by Zane Grey

Another big Zane Grey title. It is appearing in Moving Pictures under the title "RIDERS OF THE DAWN."



A vigorous story of a man's fight to purge his blood of a hated taint, and his war against the I.W.Ws., who ruin his wheat harvest. How the farmers of the North West band together to wipe out this menace is very effectively portrayed.

TORCHY AND VEE by Sewell Ford

A record for humorous writers has been set by Sewell Ford, who has written fourteen books, all of which are still in print. In fact, they are growing more popular every year, their popularity helped by the Torchy Comedies, starring Johnny Hines. TORCHY AND VEE is the latest sheaf of smiles.

BENTON OF THE ROYAL MOUNTED by Ralph S. Kendall

Probably no organization has the appeal and romance that surrounds the Royal North West Mounted Police—as is proven by the popularity of the recent Curwood books. You will be glad to offer a story written by a man who for long was a member of this magnificent body—Ralph S. Kendall, author of BENTON OF THE ROYAL MOUNTED.

LIGHTNIN' by Frank Bacon

A play that is in its third year on Broadway is a novelty. LIGHTNIN' has done just that, and the same qualities that have made the play so successful will make the book one of the big titles of 1921.

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Come in three sizes, retailing at 25c, 50c and $1.00. The packages are beautifully printed in four colors and are really exceptional value. For example the 25c package contains six quality balloons with squawker, twist valve and one printed balloon. With orders of sufficient size we will put your name and address on the package. Mohican Balloon Packages are quick sellers and give you a handsome profit. We will be pleased to send you a sample package on request.

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We can supply printed balloons on short notice containing any wording or design which you may desire. We can make immediate delivery of our popular character series. This series includes the Prince of Wales.

Before ordering your Balloons for 1921, write for our prices and samples.

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They surpass all our previous efforts.

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A splendid series for the Mother, Sweetheart, Father, Wife and Husband, as well as for Sister, Brother, Aunt, Uncle and Grandparents, and finally an attractive series of every-day sentiment cards.

Assortments ready for those who may not care to wait for our salesman to call. Inquiries will have prompt attention.

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Get Ready For This 1921 Holiday Goods

You Are Invited

to attend this year's exhibition of Holiday Trade Goods at the warehouse of the Copp, Clark Co., beginning March 7th. Our travellers will, of course, be showing these goods on the road, but the greater space available for systematic display makes it advisable, where at all possible, for buyers to visit this exhibition.



The 1921 Books:

James Oliver Curwood—
The Flaming Forest

Peter B. Kyne—
The Pride of Palomar

Frank L. Packard—
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John Galsworthy—
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Also Canada Toy Books, to retail at 5c, 10c and 15c. Made in Canada

The Copp, Clark Co., Li

Exhibition

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Our Own Manufacture

Offering a wonderful selection in Styles, Finishes and Tints.
They will please the most discriminating who desire something different yet exquisite and correct.

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New and Original Designs, steel-die engraved both inside and out.
These are cheerful in color and sentiment.

Games—***Our Own Manufacture.***
All the Popular Games, besides several Big Selling New Editions.

Flags—Largest Manufacturers in Canada of **COTTON FLAGS.**

Other Lines: **Seals, Tags, Post Cards, Bells, Garlands, Albums, Xmas Tree Decorations, Etc.**

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By setting a date for your visit you will be assured of getting the best possible personal attention and service. Write letting us know when you expect to come

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Familiarizing, Educating *and* Stimulating *the* Trade

Regarding Your Organization, Trade-Mark and Product

THE example is set by the world's most successful organizations of continuously familiarizing the trade regarding their organization, their trade-mark and their product.

In the fat years and the lean years the advertising of the world's most successful concerns never slackens—no more than they would take down their sign.

While the most skilfully calculated appropriations show a wise increase in lean years they are never noticeably lessened during prosperity — because the great sales of to-day come, not from the advertising of yesterday, but perhaps from that of last year or even the year before.



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NEW STYLE LUCILLE BAG

Made in Canada

NONE BETTER MADE ANY-WHERE



LARGE SIZE STRAP BACK
DECORATED WITH FANCY
METALLIC EMBOSSED LEATHER

NONE BETTER MADE ANY-WHERE



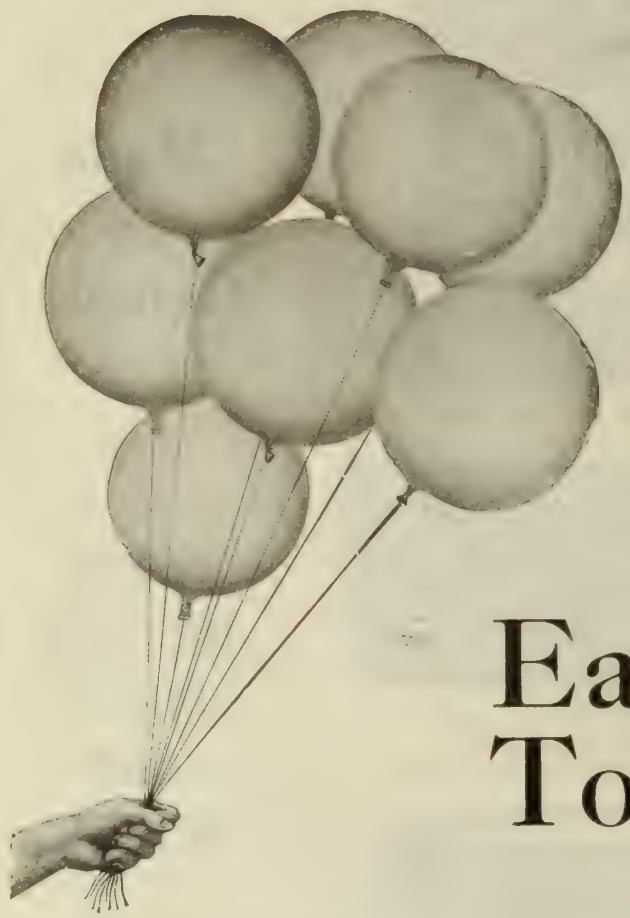
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Now a Big Line for Winter Business



TOY BALLOONS are now all the rage for dances and parties and also for winter sports such as hockey matches.

This makes it a genuine WINTER LINE, doing away with the old objection that dealers used to have against stocking these goods before the spring of the year.

The stores did not have enough to fill the big increased demands for January.

Take advantage of this present rage for balloons. Put in a good stock and show them in big variety. Window displays will bring you great returns.

February has big business in store for YOU in sales of

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If you have them in stock.

Order Them Right Now!

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Miller & Lang, Glasgow, Scot.—Christmas Cards, Calendars, and Toy Books.

Modellit Mfg. Co., Bristol, Eng.—Modelling Clay in Pound Boxes and Fancy Sets.

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Tuttle Press—Crepe Tissue, Napkins, Rolls, Lunch Sets, etc.

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Your customer buying a 5 cent pencil made by Cane's gets better value than he can possibly get in buying any other pencil obtainable anywhere at the same price.



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This tray is now in production on a large scale, and we can, for the first time, offer it to all our dealers.

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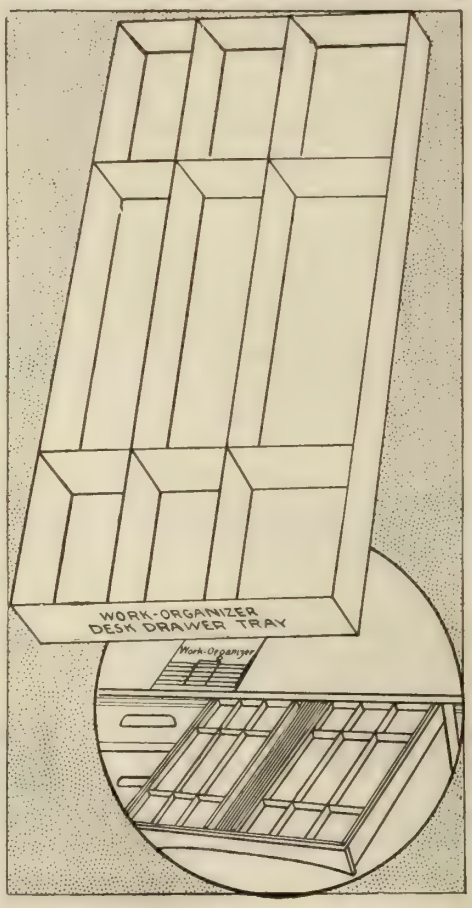
It is a fibre tray, size 9 x 18 inches, with nine compartments, enameled olive green.

It is light—weighs 14 ozs.—but it tests ten times the strength its work in a desk will require. It will stand hard use.

Bottom and all partitions in One Piece; will remain "Pin Tight" and outlast desk.

Retail, $2.25. Packed 3 to a carton.

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Subject

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Held in New York City, January 23, 1921, before an audience of 3,500.

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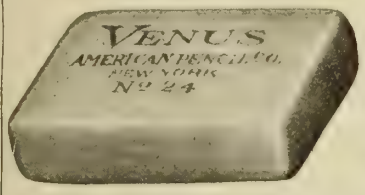
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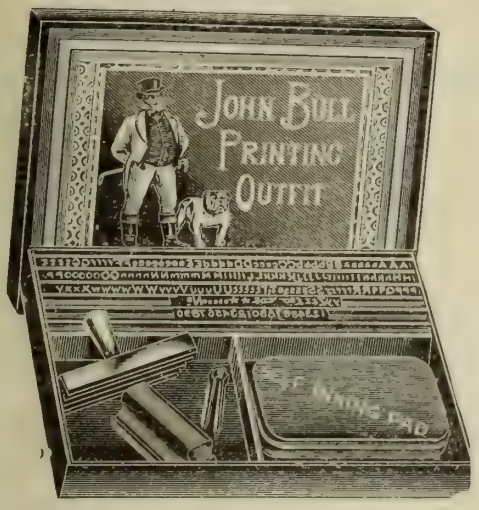
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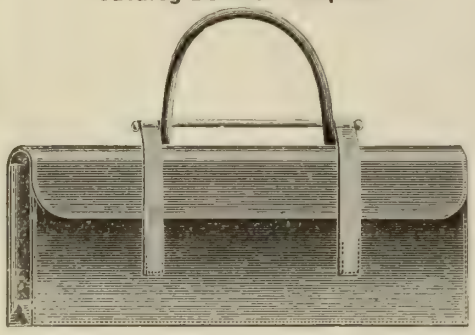


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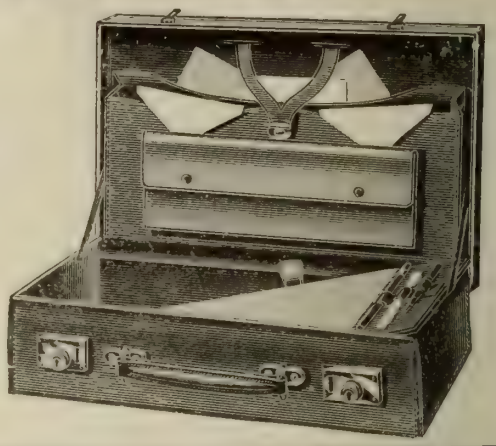
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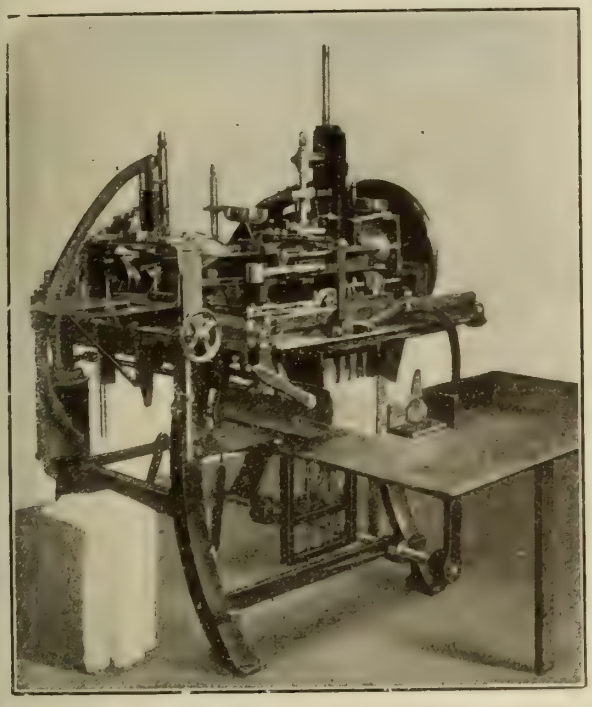
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For use on Tracing Cloth. Two sizes.

Also
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Four or Five Quire Boxes

THEY contain 120 sheets and 100 envelopes (in note size and correspondence cards 100 of each); cost less than under the old method of selling; leave no broken or mismatched stocks; and are attractively boxed ready for delivery. Requests for single quire lots may be filled by selling 30 sheets—5 sections of letter size — to each package of envelopes and charging ¼ of the price of the box. The one quire papeterie is always available, however, to meet this class of trade.

Offered at present in Crane's Linen Lawn and Crane's Kid Finish

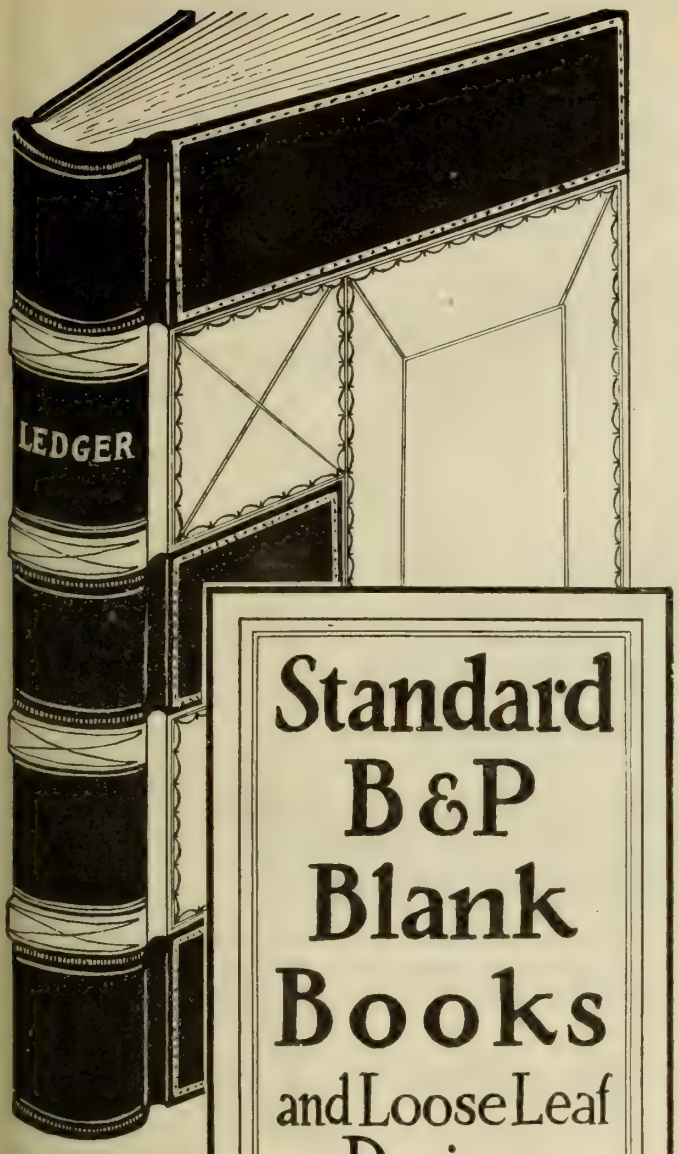
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CRAYOLA

GOLD MEDAL CRAYONS · FOR EVERY USE ·

A Straight Talk About Trade Conditions

A GENERAL study of the market leads us to believe that many progressive merchants have ceased "marking time" and are placing orders now for present and future delivery.

Far sighted retailers now see that it is bad business to let their stocks become depleted too greatly, because, in withholding their orders from the jobbers they might force trade to so stagnant a condition that they would have great difficulty in getting new goods when most needed.

In line with this careful consideration of the future, the jobber's best preparation is to place some of his own orders with manufacturers, so that he may also be sure of having goods when needed.

We are glad to find, in this, a tendency to strive for real business health and are ready to co-operate to our utmost.

No. 8 "CRAYOLA"
Drawing Crayon for School and Home



Have you our latest catalog illustrated in colors? If not, let us know.

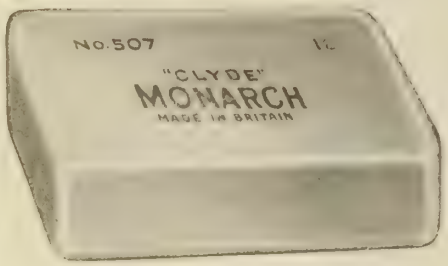
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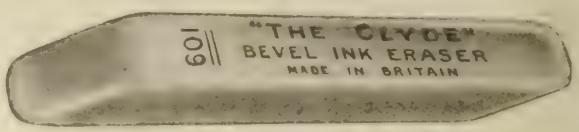
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The Western Leather Goods Co., Ltd.

255-257 Richmond St. W. - Toronto

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We are showing for Spring selling a great variety of novelties in Beauty Bags, Canteen Cases, Vanity Bags, Silk Bags and Avenue Purses, in all the new fancy leathers and styles.

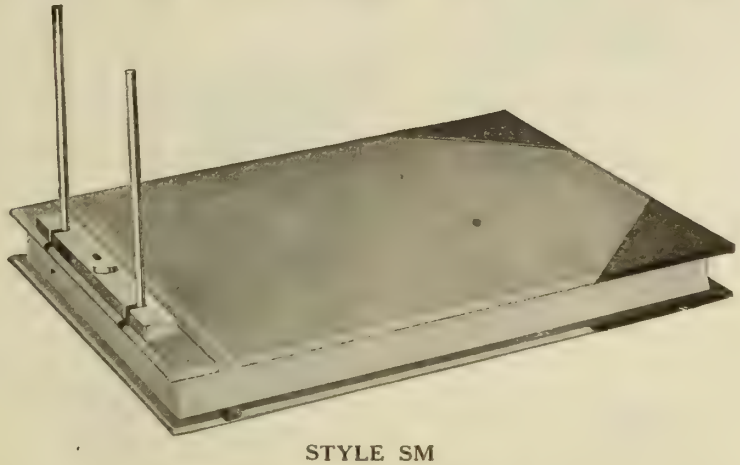
Also a great range of staples in Ladies' Hand Bags and Belts, Men's Pocket Books, etc.



An inspection of our line, either in our Toronto Show Rooms or our Travellers' Sample Rooms, will be of great interest to Dealers in Fancy Leather Goods.

LUCKETT'S
STERLING
— LINE —
MADE IN CANADA

POST BINDERS



STYLE SM

SOLID or SECTIONAL POSTS

The most convenient binder on the market for order blanks, charge sheets, credit memos, inventory blanks and any style of sheet punched with 3-16″ round holes.

Used by large and small firms of all kinds in quantities of from 1 to 1,000.

Push the slide button to unlock, the top cover comes off the post instantly. It is not necessary to lift it over the top of the post.

There is a constant all-the-year sale for this standard binder. Carried in 11 stock sizes. Posts are interchangeable, can be sold with either solid or sectional posts.

This binder will be advertised in the next issue of "Business Methods."

We sell dealers only. We do not compete with you.

BUY IN CANADA — NO EXCHANGE

LUCKETT LOOSE LEAF, LIMITED
TORONTO

ROBINSON REMINDER

Each memo goes on a separate perforated coupon. When attended to it is torn out. This **Leaves Live Notes Only** for instant reference, removing the last excuse for forgetting. Handy pocket in cover.

How It Does Sell!

Over a million in use already and the demand increases daily. Millions yet to be sold, and will be, by the hundreds of far-sighted dealers who are out for this business. Best National Magazines in the country are used to speed up "turnover," and we supply dealers with high-class colored window cards, brilliant translucent counter signs, and other advertising helps to enable them to connect up with this powerful publicity.

	Size B	Size A
Reminder with extra filler	3x5 in.	3½x7 in.
Black Leather	$1.25	$2.00
Cross Grain Leather	1.75	2.75
India Calf	2.50	3.50
Cowhide	2.75	3.75
Genuine Morocco	3.00	4.00
Imitation Leather	.75	1.00
Cloth (without extra filler)	.25	.50
Ladies Shopping Reminder		**Size L**
With Pencil and Extra Filler		2¾x3¾ in.
Black Leather		$1.50
Patent Leather or Cross Grain Morocco, Cowhide or India Calf		1.75 2.25

Extra Fillers :- Per dozen. Size B, 75c; Size A $1.00; Size L, 70c Gold name on cover 25c extra. Prices changed without notice

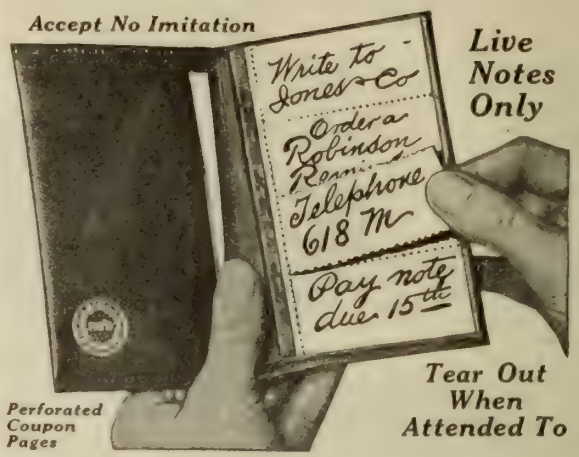
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ROBINSON MFG. CO.

74 ELM ST., WESTFIELD, MASS., U.S.A.

Nationally Advertised in

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LITERARY DIGEST
AMERICAN, MACLEAN'S
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We desire to announce to the trade that we are again in full production and, with the added facilities of our new factory, are now in a position to give our customers better service than ever before.

We wish to thank all of our friends for their courteous consideration during the period of moving, and we feel certain the better service that the new plant has made possible will more than make up for some of the annoyances that were inevitable under the conditions.

WILSON - JONES LOOSE LEAF CO.

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CHICAGO, ILL.

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NEW YORK

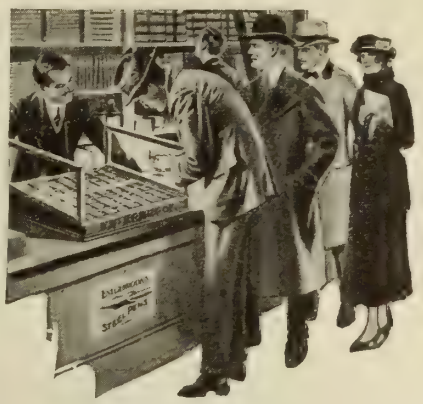
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Japanese Paper Tape in patterns and colors for tying gift packages.

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Japanese, French and Italian papers in patterns and colors, for Lamp and Candle Shades.

JAPAN PAPER COMPANY
109 EAST 31st STREET, NEW YORK CITY
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This No. 322 makes a fine clear line and needs little blotting—a big help in many ways. One of the world's twelve most popular pens.



Every department profits—if you study your customers' pen needs

IF you will ask your customers what work their pens must do you can make larger sales. For every Esterbrook is built for a particular purpose.

Choose by sample from the Esterbrook Display Case—then sell by the box. Speak of the pen by name and number. It will pay you.

Get maximum display, offer a complete assortment, save counter space, tie up less money in stock and make it easy for your customers to buy—all with the Esterbrook Display Case.

We can put your Esterbrook Department on a bigger paying basis with our Dealers' Service Helps. They are yours for the asking.



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18-20 Cooper Street Camden, N.J.
Canadian Agents: Brown Bros., Ltd., Toronto, Can.

Esterbrook PENS

Fine Inks *and* Adhesives
FOR THOSE WHO *KNOW*



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- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.
Branches: Chicago, London
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We are the exclusive distributors of the largest manufacturers of cards with FRENCH text—ask for samples and quotations. XMAS, NEW YEAR, VALENTINE, EASTER, BIRTHDAY AND RELIGIOUS CARDS. MASS OFFERINGS AND SPIRITUAL BOUQUETS.

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43 NOTRE DAME ST. WEST MONTREAL

ADCO Service Ledger

Complete with two hundred leaves and leather tabbed index



Full Black Adcofabrik **Heavy Bevelled Boards**

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Perhaps you don't want to—but all the same it is a very pleasant feeling to have enough gilt-edged securities tucked away that if business does get troublesome you haven't the slightest worry.

A few days ago, there came to our office a merchant from a small Western Ontario town. Perhaps his business was not as big as it might have been, but he was pretty shrewd, for he knew that profit was profit only when you had it safely invested in gilt-edged securities.

For twenty years he had quietly invested his monthly profits, getting his information from the Investors' Enquiry Service of THE FINANCIAL POST. We had noticed his frequent letters, but we never knew just how he used them until he dropped in to see us.

Now his financial worries are over, having sold out and gone to live in sunny California. By following the Investors' Enquiry Service as a subscriber he quietly put away an investment that gave him a sure income sufficient to cover all his needs.

The big point is this—**profit is not profit until it is safely invested and bearing interest.** There is so much of the average merchant's earnings that is frittered away in non-essentials, when he might create an estate separate from his business load.

THE FINANCIAL POST points the way to safe, sane investments in sound securities. Through the Investors' Enquiry Service you get the bed-rock facts behind any and all investments. Before you buy—write.

The $5.00 invested in THE FINANCIAL POST service for a year will mean hundreds of dollars to you, if you follow the hints, tips and suggestions in the investment of your profits. When so many merchants have found its pages valuable to them, will you not fill in the coupon and find out for yourself just how valuable THE FINANCIAL POST can be to you?

THE FINANCIAL POST

143 University Avenue
TORONTO

THE FINANCIAL POST
143 University Ave.,
Toronto 1921

On the understanding that THE FINANCIAL POST contains just the facts I need for safe investment of profit, you may send me a recent issue.

Name .....

Address .....

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FORMS
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—a highly constructive service—absolutely dependable and devoid of prejudice and personal bias. It means much to you!

The policies and principles back of this important service enable you to secure practical and impartial information of great value in business and in the home: and they assure a ready fund of literature of exceptionally high standard at all times.

To read the Association's Standards of Practice listed herewith is to understand what this Association means to you.

Standards of Practice

Canadian National Newspapers and Periodicals Association

THE Members of this Association shall dedicate their best efforts to the cause of business, and public service, and to this end shall pledge themselves:

1. To consider first the interests of the Subscriber.
2. To work for truth and honesty in all departments.
3. To eliminate, in so far as possible, their personal opinions from their news columns, but be leaders in thought in their editorial columns, and make their criticisms constructive.
4. To refuse to publish puffs, free reading notices, or paid write-ups, to keep their reading columns independent of advertising considerations, and to measure all news by the standard "Is it real news?"
5. To decline any advertisement which has a tendency to mislead, or which does not conform to business integrity.
6. To solicit subscriptions and advertising solely upon the merits of the publication.
7. To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper authentic verification
8. To co-operate with all organizations and individuals engaged in creative advertising work.
9. To avoid unfair competition.
10. To determine what is the highest and largest function in the field which they serve, and then to strive, in every legitimate way, to promote that function:

This is Number One of a series of advertisements regarding an Association that typifies thorough-going Canadian stability. Read the forthcoming advertisements in the Magazines, and Agricultural, Business, Religious and Educational newspapers, and Technical newspapers.

Canadian National Newspapers and Periodicals Association

Office - 70 Lombard Street - Toronto, Ontario

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"SELLING DIRECT FROM FACTORIES"

A. R. MacDOUGALL & CO. LIMITED

TORONTO

ARO-MAC LINES STATIONERY SUNDRIES

BRITISH IXL MANUFACTURE

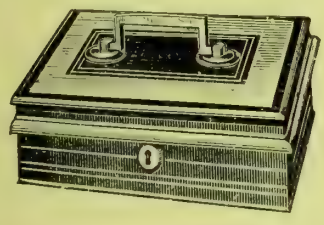
BRITISH CASH BOXES

TRADE MARK CRITERION REGISTERED

SEVERAL QUALITIES
Sizes 6, 7, 8, 10 and 12 inches

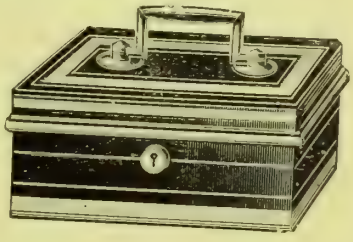
Manufactured by SETTEN & DURWARD IN BIRMINGHAM

SELLING THESE GOODS WILL STRENGTHEN YOUR TRADE



ALSO VARIOUS SCHOOL GOODS
MATHEMATICAL SETS, ETC.

STOCKED IN TORONTO
FOR CANADIAN TRADE



BEST FOR USER—BEST FOR DEALER



Crayel — Highest quality wax crayon for general school use.

A complete variety of school crayons carried in stock in Toronto. NONE BETTER MADE. Ask your jobber for prices.

STANDARD

CHALKS AND CRAYONS

Omega Dustless Chalk—A dustless chalk that is dustless. Omega is entirely free from grit, erases easily and will not scratch the board.

STANDARD OMEGA DUSTLESS





Artco Pastel—Especially adapted for advanced color work in paper drawing. They can also be used with water and produce a delicate water color effect.

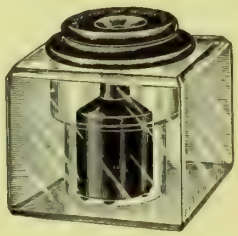
Standard White and Yellow Enamelled School Chalk—NONE BETTER MADE.

A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland
468 King St. West Toronto, Ont.



SENGBUSCH OFFICE SPECIALTIES

Ten Good Reasons Why You Should Use The "Sengbusch" Self-Closing Inkstand



1st—You always get clean, fresh ink—inkstand closes air-tight immediately when pen is withdrawn.

2nd—Absolutely no evaporation of ink—you save 75 per cent. of your ink bills.

3rd—Can be maintained on the desk of your busiest clerk with only 8 oz. of ink during the year—THINK IT OVER.

4th—No funnels above top surface of well—ink never spurts out.

5th—Your pen is dipped to a uniform depth—no overloaded pens, causing ink blots.

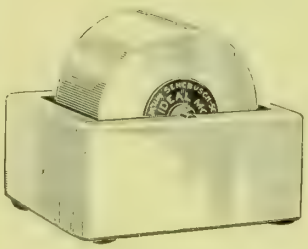
6th—Requires filling once in two to six months of actual use. Other stands require filling 52 times a year.

7th—Requires cleaning inside once a year.

8th—Saves pen points—no corroded ink.

9th—Prevents evaporation of red ink, and works perfectly with copying ink.

10th—Saves time and trouble.



The Ideal Sanitary Moistener is a most efficient and sanitary means for moistening stamps, labels, envelopes, fingers, etc., etc. Pure white porcelain, with polished nickel bearings. Nothing to wear out, get sour or gummed up.

YOU CAN DO IT TOO

Stationers who have specialized in the selling of high-grade waste baskets have built up a highly profitable trade. They are worth-while sales and they invariably please and satisfy the purchasers—that's good business.

Made of a highly developed vulcanized cotton fibre—a hard, tough substance of great strength—Vul-Cots are yet light in weight. Vul-Cot fibre will not split, dent or corrode.

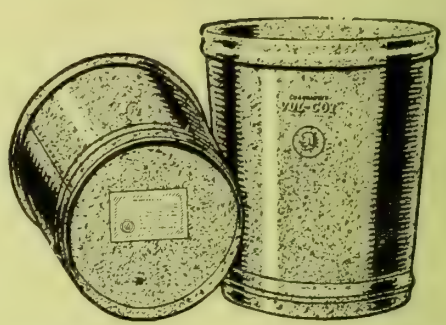
Sides and bottoms are solid, concealing contents and preventing scraps from sifting out.

They are smooth inside and out and have no sharp projections to catch clothing or mar woodwork and furniture. Colors are neutral to harmonize with any surroundings.

Vul-Cot Waste Baskets are sanitary.

They are gracefully shaped—good looking—and are the ideal baskets for home, school or office.

Send for illustrated folder with prices and discounts.



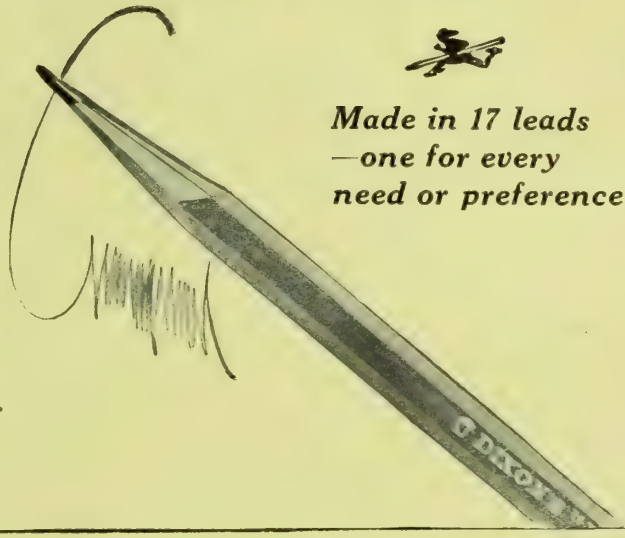
VUL-COT
GUARANTEED
Waste Baskets

A. R. MacDougall & Co., Ltd. Representatives for Canada and Newfoundland
468 King St. West Toronto, Ont.

DIXON'S ELDORADO

"the master drawing pencil"

Is it not a fact that the good opinion held by your customers on Eldorado pencil reflects credit upon you as a merchant just the same as it reflects credit upon us as manufacturers?



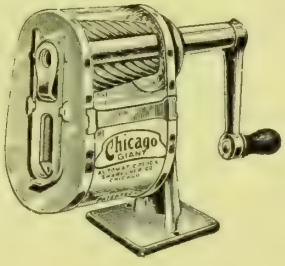
Made in 17 leads —one for every need or preference

JOSEPH DIXON CRUCIBLE CO.
PENCIL DEPT. 124 J, JERSEY CITY, N. J.

Canadian Distributors
A. R. MacDougall & Co., Ltd., Toronto

AUTOMATIC PENCIL SHARPENERS

MADE OF THE BEST MATERIALS
A LINE OF WORTH-WHILE PROFITS



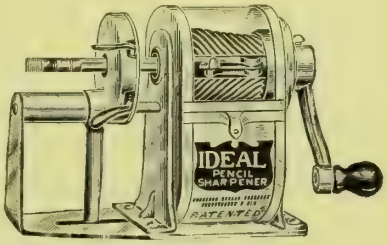
Chicago Giant

is the same as the Chicago model, except that it is equipped with a device which allows a sharpening of all sizes of pencils and crayons. Stops cutting when pencil is sharpened.
This model is designed for those who require a low-priced pencil sharpener that will sharpen large pencils and crayons in addition to the regular standard size.



The Dexter

is the best hand feed pencil sharpener that can be produced, regardless of cost. The twin milling cutters are made of the best tool steel for the cutting of graphite, a guarantee for long service. Sharpens all sizes of pencils and has point adjuster which enables the user to produce any desired point from blunt to fine and when pencil is sharpened the cutters stop cutting, very materially saving pencil expense.



The Ideal

Pencil Sharpener is the Dexter with the AUTOMATIC FEED added. A machine made for trade demanding the best to be had from quality standpoint and desiring equipment in keeping with offices furnished in the most modern style. The Ideal is provided with twin milling cutters, automatic point adjuster and pencil stop, and is made of steel, heavily nickel-plated and highly polished.

A. R. MacDougall & Co., Limited
Representatives for Canada and Newfoundland
468 King Street West - - Toronto, Ontario



Permanency

IN emerging from the chaotic merchandising conditions of the last few months, merchants universally are getting a better conception of merchandise values. With practically all staple merchandise falling off, Greeting Card values have remained stabilized and PERMANENT.

Greeting Cards were never measured by the yard, by the pound, or by the horse power. Greeting Card values are measured by public sentiment. Industrial history shows no record of a successful mark down sale on Greeting Cards. It is not price that rules in Greeting Cards, it is sentiment and the quality of their message. Sentiment in turn, is the greatest human emotion. It has founded the American home and Nation, and is as permanent as humanity.

The Buzza Company
PUBLISHERS
Minneapolis Minnesota

THE STAMP OF DISTINCTION

NEW YORK BOSTON

BUZZA

TORONTO

We have had many favorable comments on the originality of this line and have had a wonderful success with the general line of Greeting Cards and Gift Parchments in January.

The Distinctive Line
of Christmas Greetings will be shown in the United States and Canada after Feb. 1.

We are showing more beautiful hand-illuminated Parchments than ever before, and our Personal Engraved line represents an ideal for which we have been striving the last four years.

We believe this line will equal anything in values that will be shown you, and we are positive that the designs are, everyone, new and unusual and distinctive enough to be big sales factors with you this year.

A. R. MacDougall & Co.
Limited

Representatives for Canada and Newfoundland

468 King Street West
Toronto, Ont.

EDITORIAL COMMENT

MORE POTTERISMS

ROSE MACAULEY'S book has given us a new expression which is coming into frequent use to flay snobbery, a good example being the panning which James Huneker recently gave the army of smug highbrows who affect superiority in the appreciation of music and the arts. This writer dealt with such people in a satirical but most entertaining vein, in the New York *Times,* under the caption of "Musical Potterisms."

Our readers will recall, in a recent issue of this paper, the little dig at a mutual admiration society in Canada, made up of writers who bemoaned the laxity of the rank and file of Canadians in the matter of buying the books of these authors, the assumption being that Canadians bought very few books written by Canadian authors. As pointed out in this previous editorial, such a postulation is a ridiculous one to advance in the face of the hundreds of thousands of books by Canadian authors sold in Canadian bookshops every year.

Another "Potterism" is the unmerciful slamming of Canadians for buying books by United States authors. But if they write good books why shouldn't appreciative Canadians have them?

"The present amazing vogue of the American novelist in Great Britain is one of the most striking things in the history of British publishing," says Hayden Church, special London correspondent of several large American newspapers. "Transatlantic writers with established reputations, of course, have enjoyed popularity with English readers ever since the time of Washington Irving and Fenimore Cooper, but until comparatively recent days it is doubtful if the works of even the most widely read of them sold over here in more than tens of thousands.

"To-day three or four American novelists are selling in their hundreds of thousands and even millions. Their works dominate the book stalls and crowd the windows of the book shops."

This establishes the fact that Canadians are not alone in their appreciation of good American literature.

If a novel is really good it will sell wherever offered, and that is as it should be, irrespective of the nationality of its author.

This is not to be understood to mean that the best sellers are the best books, because, as everybody knows, there are popular novels published each year that sell ten times as well as some infinitely better fiction published in the same season, and this, again, is restricted to no one country, but is true alike in Canada, Britain, the U.S. and everywhere.

Instead of adopting a narrow national literary policy in Canada let us rather seek to get universal recognition for what really is first-class in the work of Canadian writers.

SAUCE FOR THE GANDER

WHY should not fine boxes of confectionery be sold in stationery stores? They belong there just as much as many other items sold in most Canadian stationery stores—tooth brushes, for instance, or harmonicas. Drug stores, selling both stationery and confectionery in attractive boxes, afford good examples of how the two lines can be marketed to advantage in the same store. Some of them link up books with boxes of candy as suitable combination gifts. This was done in the enterprising "Evans' Convenience Stores," of Philadelphia, and their experience in this particular may be profitably adopted for this year's Valentine and Easter bookselling, and for Mothers' Day. Speaking of what had been done in these stores in this method of selling, George B. Evans said:—

"We took advantage of various occasions and holidays. For instance, at Christmas we wrapped a book and a box of candy together, tied with green or red ribbon and made attractive with a rosette and gold seal, and it sold. For father we made up a package containing a book and a pipe, also a can of tobacco. Mothers' Day we selected the title Mother and the package contained a book, a box of candy, and a white carnation, all tied with white ribbon. There are lots of packages that can be made up to fit the occasion.

"The overhead is small. About fifty per cent. of the books are not wrapped. Sum it all up, and the line fits in fine, if you are willing to give it good space. This item carries a special significance in these days when wrapping paper and twine contribute so considerably to the overhead expense of every merchant. People like to be seen carrying books. An unwrapped book under the arm lends a certain distinction to all the other bundles."

There is plenty of data to draw upon to show how other stores use books and stationery as sidelines to help out their regular lines, and it would seem that the thing for alert stationers to do instead of protesting that this is not fair competition and nursing as a grievance a trend of trade which they are powerless to prevent, is to adopt a similar course by including in their stocks some fast-selling lines not at present carried in their stores, such as fancy boxed confectionery, and the popular packages of chewing gum.

Remember the old adage: "What is sauce for the goose is sauce for the gander!"

News of the Trade

DEATH OF SIR WILLIAM GAGE

Throughout the stationery trade of Canada heartfelt regret is expressed upon the passing, on Jan. 14, in Toronto, of Sir William Gage, who had been in the wholesale stationery business since 1874. In that year he entered into partnership with Adam Miller & Co. Soon after that the firm name was changed to W. J. Gage & Co. Sir William had been president of this firm since 1876. He was also president of the Educational Book Co., of Toronto; president Kinleigh Paper Mills, St. Catharines; director of the Imperial Bank of Canada; vice-president of the Chartered Trust & Executors.

Sir William Gage was known most widely through his interest in the relief work for consumptives. He was the founder of the King Edward Memorial Fund of one million dollars for consumptives, in 1912, and was founder and president of the National Sanitarium Association. Just recently he personally applied to the city for funds to assist with the rebuilding of the burned Muskoka Hospital.

Sir William was president of the Toronto Board of Trade in 1911. He organized and was first president of the Associated Boards of Trade of Ontario, and was a delegate to the Sixth Empire Congress of Chambers of Commerce in Australia in 1911.

He received the honor of knighthood in January, 1918. He was a member of the Methodist Church, a member of the York Club, the National Club and the Lambton Golf Club.

Sir William is survived by Lady Gage, whom he married in 1880; and four daughters—Mrs. Griffiths, of Buffalo; Mrs. Harry Love, and Misses Willo and Gladys Gage.

TEXT BOOK COSTS

Publishers of school text books for the province have asked Premier Drury and Hon. R. H. Grant, Minister of Education for Ontario, to ameliorate the losses they are sustaining in that trade. They are bound by contracts made before their costs increased, and they claim that they are suffering heavily now.

The Premier stated that the Government would go into the matter, but intimated that a serious principle was involved, that of allowing contracts to be altered.

The Copp, Clark Co., the Macmillan Co. of Canada and the Canada Publishing Company were represented.

A Public Library is to be established in Markham, Ont.

A new publishing house in New York is that of Stoll and Edwards, 23 E. 26 St., New York City, their feature line being picture books for children.

W. E. Hayes, formerly manager of the Hayes Drug Store, Edmonton, has purchased from Dr. York the City Drug and Bookstore, Provost, Alberta.

H. G. Brown, formerly in the book and newsstand at the Queen's Hotel, Toronto, has opened a new book and stationery business at 794 Danforth Ave., Toronto.

Hugh S. Eayrs, in the course of a recent business trip to England, made arrangements whereby the firm of Gale & Polden, of London, will in future be represented in Canada by the Macmillan Co.

A. R. MacDougall & Co. have taken over the factory of A. R. Haviland & Co., Toronto, and will continue the manufacture of Haviland's paste, under that name, because of the good favor in the trade which has been won by that adhesive since it was placed on the market in 1919.

This month marks the 21st anniversary of the establishment of the Moore Push Pin Co., of Philadelphia. The concern started with a capital of $112. Today it does a business of half a million dollars annually. Automatic machinery is now being installed for turning out the firm's products.

John B. Orr, sales manager for Menzies & Co., has been elected a director of this firm. He will continue to do some of the work on the road, covering the Ontario territory with an assistant. O. B. Maltby will travel west to the coast for Menzies & Co., and F. T. Ballard will cover the western territory for the A. C. Gilbert-Menzies Co.

H. L. Zimmerman, of Chicago, who has had years of experience with one of the largest of United States loose-leaf manufacturing concerns, has entered into partnership with Samuel Nierman as wholesale and retail dealers in loose-leaf and other office requirements, trading under the name of Zimmerman & Nierman, with headquarters at 226 West Adams Street, Chicago.

Orillia, Ont.—Smith's Bookshop conducted a January stock-taking sale which was advertised in good space in the newspapers.

FIRM EXPANDS

The three-storey brick building at 82 Bay Street has been sold to Stainton, Downey & Evis, Ltd., stationers, who will occupy the entire structure. The firm has been in the building for some time. It was bought from the Muirhead Estate. The purchase price is said to be between $80,000 and $90,000, or about $2,500 a foot for the land. The assessed value of the land is $42,300, on a 23½-foot frontage, and on the building $10,000, the assessed rate being $1,800 a foot.

COMMUNICATION

Guelph, Ont., Jan. 17, 1921.

To the Editor:

I have just finished reading your valuable number of "Bookseller & Stationer" for January and will ask space for a few words for the February edition.

One item that I noticed particularly was a letter from my old friend, Jarvis, of Ottawa, in regard to the delay in invoices and I heartily agree with him, as it is getting worse all the time and a few more dollars spent by some firms would overcome the difficulty, as at present a retailer does not know the price of any line from day to day. More pep please, and invoices with parcels.

Allow me to again draw your attention to a letter of mine in 1920, in regard to the wholesalers and jobbers trying to arrange their spring openings at the same time, it would mean a great saving of expense money and be very much more convenient for the trade to be able to see three or four a day in place of having to go down so often to see one at a time. Draw their attention to this matter and have these shows the same as in New York or London, all together and in harmony.

How about a gathering of retailers in Toronto, on Good Friday, March 25th, to have a talk over business? I would suggest meeting at the Carls Rite Hotel, at one o'clock for dinner and have the afternoon to go over important matters that require some influence of the trade to have changed. What do you say, retailers? Write F. T. Weaver, editor of "Bookseller and Stationer" so that he can use it in the March edition. Even twelve or fifteen might accomplish something. Get together or stop grumbling.

C. L. NELLES.

Business Shows Big Increase

January Shows Greatly in Advance of Same Month a Year Ago —The 1921 Outlook Most Promising.

"THIRTY per cent. ahead of last year," is one retailer's report of this year's January business as compared with the same month last year. There were others who made the same report. With others the increases varied from "a shade better" to "forty per cent increase." This question about January business was put to stationers in all parts of Canada and almost without exception increases are reported.

Information was requested as to how the recent Christmas trade in greeting cards compared with the same season in the previous year and all along the line the reports were to the effect that this business had been exceptionally good. All dealers seem to look forward to doing still better with this line in 1921.

The retailers were also asked to express themselves as to their attitude on the trade organization question and while a few were apathetic, the vast majority were in favor of immediate steps being taken to effect organization of this trade on a nation-wide basis. In this connection a letter from Mr. Nelles, of Guelph, appearing in this issue, is of special interest.

Norton Miller, Prescott, Ont., sold out completely, as far as Christmas greeting cards are concerned and his Christmas business in general was considerably ahead of 1919. Mr. Miller favors the organization of an association of booksellers and stationers.

Lorne I. Morris, who conducts a good live book and stationery business at 388 Yonge street, Toronto, found January business about one-third again as great in volume as in the same month last year.

Regarding the proposed association, Mr. Morris says he has yet to be convinced of the value of its formation.

1921 LOOKS GOOD!

Among the 1921 optimists is R. D. Kennedy, the Dennison Manufacturing Co.'s Canadian manager, who, as evidence of the good basis for this faith told of the volume of sales up to Jan. 20 exceeding the whole of January, 1920. This concern is quite extensively identified with the greeting card industry and Mr. Kennedy's reports regarding last year bears out the general reports of the marked advance in this business in 1920 over all previous years, "and," he said, "the greeting card orders are showing good increases with the 1921 line."

Mr. Kennedy experienced a desire to see special treatment in early issues of Bookseller and Stationer of the value of the store windows to dealers with suggestions regarding how to keep them bright and snappy.

It will be observed that there is some good data along this line in this very issue and there's more to follow!

Questioned about the advisability of forming a nation-wide association of booksellers and stationers in Canada, Mr. Kennedy considered that it would be a mighty good thing.

GOOD IN HAMILTON

In Fairclough's Bookstore, 305 Barton street, Hamilton, "Bookseller and Stationer" was informed that January business this year was fully ten per cent. ahead of the corresponding month last year.

Here is another store in which the marked tendency of increased greeting card sales is strongly emphasized and Mr. Fairclough was confident that 1921 would bring a still better showing.

Mr. Fairclough hopes to see the early formation of a trade association of booksellers and stationers throughout Canada, believing that such a consolidation of the trade could not fail to prove most beneficial.

NO NEED TO WORRY

The newspapers have been altogether too full of talk about price-cutting and pessimism and it is up to merchants to offset this by using their windows as a means of sounding the optimistic note. A good example is afforded by a recent window display in the retail store of the L. E. Waterman Co., in Montreal. This display comprised samples of Canadian grains and made a striking appearance that attracted a great deal of attention and much favorable comment. In the center appeared a big window card with the slogan "Prosperity Ahead," followed by the statement that Canada's field crops in 1919, valued at $1,448,453,500, would be far exceeded by what the 1920 crops were bringing in. "No Need for Us to Worry."

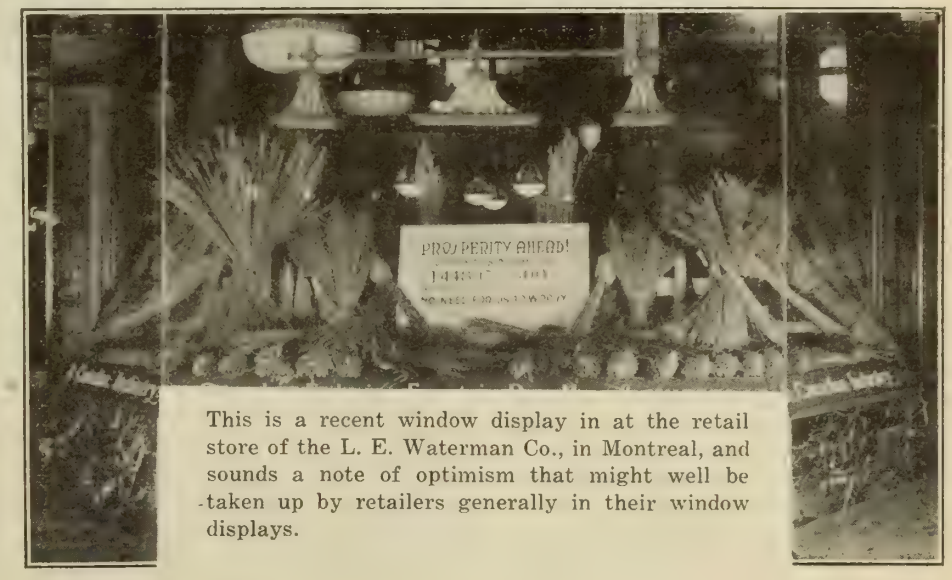
GOOD PROSPECTS

After passing through a year in which business conditions were uncertain, and inclined to be bad, the retail merchants have in 1921 prospects of a banner year in the opinion of E. M. Trowern, Dominion Secretary of the Retail Merchants' Association of Canada. "With the removal of the luxury tax, and if the Government will keep its hands off business, things ought to show a swing upwards," said Mr. Trowern.

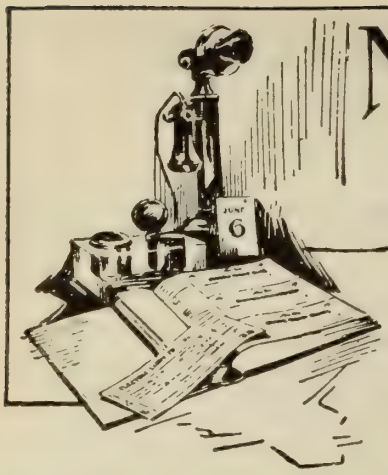
According to Mr. G. Lamburn, of R. G. Dun & Co., American manufacturers are devoting much attention to Canada as a favorable place from which they may exploit various markets of the Empire, and derive tariff favors granted only to those within the charmed circle. With United States funds at a premium of nearly 15 per cent. on this side it has been good business for our neighbors to invest here, and were building cost lower a still larger proportion of American plants would have opened factories.

Sir Henry Drayton, Dominion Minister of Finance, said in an interview:

"On the whole, our position is indeed fortunate. Canada stands to-day less injured and certainly with greater potential resources than any other country taking a like part in the war. We are to-day inevitably feeling the result of that participation. Difficulties, financial and commercial, undoubtedly exist. They are, however, small in comparison with the difficulties already overcome. The achievements of the war give every justification for confidence and self-reliance."



This is a recent window display in at the retail store of the L. E. Waterman Co., in Montreal, and sounds a note of optimism that might well be taken up by retailers generally in their window displays.



Novel Schemes That Have Helped Business

A NEW IDEA

As a subsidiary line to the picture framing business a new idea comes from London.

Lattice windows are the proper windows to have just now, says a London woman, who thus describes how she has cleverly contrived to transform the two long French windows in her drawing room by pasting narrow strips of black paper up and down and across the windows. The paper which is used so much for framing pictures has one side ready prepared with sticky stuff so that the work was easily done, and the fashionable lattice windows provided much more quickly and cheaply than if they had had to be put in by workmen!

SELLING HINTS

Every day new uses for columnar forms are found, says Loose Leaf Notes. One cannot begin to name all the ways in which they can be applied.

The salesman should, however, have a general idea of the principal uses for columnar pads so that he may be able to illustrate their application to customers who do not at once grasp the idea. Some of these uses are:

Cost, Expense, Sales } Analyses

Cash Sales, Dept. Sales, Cash Paid } Daily Report

Balance Sheets, Purchases, Recaps } Monthly Reports

Inventory Distribution.

WORTHY OF SUPPORT

It is to the interests of retailers to support the efforts of the various motor leagues and manufacturers' associations throughout the Dominion to secure the aid of municipal authorities to keep their traffic on a normal basis during the present winter months.

The problem is one which directly or indirectly affects every individual in the community. Industrial expansion has now reached a point where it becomes necessary to educate and arouse public interest in the intelligent and scientific handling of the difficulties attendant upon snow blockades which entail a loss throughout the Dominion of millions of dollars annually.

The comfort and prosperity of the whole community depend to a large extent on keeping the roads open this winter for the essential traffic. With prompt and persistent effort very few communities will suffer through snow blockades.

TURNOVER

Knowing with some exactness what will be his needs for a given period—a month or six months—a dealer can gauge his purchases accordingly, so as to obtain the most rapid turnovers, says the "Standard." If these goods sell fast and he can stock them daily or weekly,

START A
SCRAP-BOOK

Buy It Today
From This Display

Suggestion for a window card to go with display of scrap-books.

that means he can handle the business in this line of goods with small capital. It is the goods that represent a high investment and turn only once or twice a year that tie up his capital. The less of this last class of goods he can get along with, the better for his capital.

PASS THIS ON

In an office where a large amount of carbon paper was used, there was considerable difficulty getting a brand which would give service and satisfaction. At last one man determined to study the matter out and to find out what was the trouble, for he was convinced that the office was at fault somewhere. He was not long in discovering that the major supply was stored in a cupboard or closet near some steam pipes, and that the boxes were always set up on edge. Knowing the moist, oily nature of carbon, he directed it kept in a cool place and stored by placing the boxes flat side down. All trouble disappeared and the carbon brands previously condemned promptly were tried again with much satisfaction.

AMUSEMENTS

For the long evenings. Our stock of Games is complete, and our prices the lowest. Phonographs, Records, Player Rolls, Sheet Music, full stock of Skates, Skis, Sleighs, Toboggans, and anything and everything in Winter Sporting Goods.

Suggestion for a February advertisement with acknowledgment to Pearson's Bookshop of Calgary.

Calgary, Alta.—Linten Bros., "The Big Bookstore," used liberal newspaper space up to half-page in their holiday advertising. Besides books and stationery, such articles as statuary, pictures, jewel boxes, smokers' essentials, toilet sets, manicure sets and other fancy goods were featured.

Calgary, Alta. — Pearson's Bookshop sets a good example to booksellers for newspaper advertising. Directly after New Year's Day appeared a well-balanced advertisement featuring diaries, calendars, desk sets, blank books, office supplies, and there was a special appeal for the business of travelers. "We can fit you up with all the stationery sundries you need on the road." Travelers' cases, collar boxes, certificate cases and fountain pen ink in safety wooden bottles were among the items particularized.

In wallpapers, the opening of new 1921 stock was announced.

Toronto, Jan. 14.—McAinsh & Co., of Toronto, put on a sale of "dollar books" to-day, advertising it in liberal newspaper space. The books included many volumes regularly $1.50 to $2.50. The advertisement included this paragraph:

"Our clean-up sale does not mean that books are cheaper, merely that we are clearing out, regardless of cost, some odds and ends in preparation for stock-taking."

Another paragraph of this advertisement was as follows:

"On Saturday we are putting on sale some odds and ends of fine boxed stationery, some initialed, but mostly plain. Various tints, as well as plain white; fine quality and in good taste. In most cases the boxes are only slightly fingered. Values from 65 cents to $2.00. To clear, 27 cents. The best bargains will be picked up, no doubt, in the forenoon. Better be on hand early."

How About Your Book Department?

Departmental Stores Which Devote Space and Study to Literature Suitable for Their Customers Are Finding Excellent Response.

"THE complete bookstore," is the ideal of Mr. Milne, in conducting this department in the big store of Henry Morgan & Co., of Montreal. "We carry books for everyone, from the youngest child to the most advanced scholar," said Mr. Milne, to Bookseller and Stationer.

A glance at the well-filled tables and laden shelves corroborated this statement, while investigation showed what careful forethought underlay the selection. Close to the western entrance is a large children's section, comprising both English and French reading matter for juveniles of tender age. ABC books in delightfully vivid colors, fairy tales, Mother Goose, etc., are all spread out on wide shelves so "he who runs may read." Near at hand are the tables holding neat rows of books for older children, separated as to boys' and girls' stories. Elsewhere are the school books, which by the way are a most important feature of a book department.

By keeping careful watch over the reading matter published for the young nowadays, Mr. Milne is exceedingly careful to avoid buying any of the trashy class of sensational fiction, the results of which are so detrimental to youthful imaginations. Instead, he supplies the best books by British writers, including all the stirring and powerfully written favorites of olden times, such as Captain Marryat, etc., which embody true British ideals with a marked absence of cheap sensational writing.

Standard Works in Sets

Besides the extensive juvenile section, there is an equally large part devoted to standard works of all sorts, including complete sets of authors such as Scott, Dickens, Thackeray, etc., and also poets. Equal attention is given to the selection of both gift and ordinary editions so that the department is always ready to serve the casual buyer as well as the seeker after prize books or Christmas gifts.

The popular novel is not neglected either, and several display tables are piled high with "best sellers," neatly placarded as such. The advancing cost of book-making is not proving to be injurious in so far as sales are concerned, according to Mr. Milne, as he rarely needs to reduce lines which are not moving readily.

Still other tables are covered with miscellaneous reading matter, appealing to cultivated people of eclectic tastes, which covers a wide range of subjects, including biography, history, theology (of a more popular type), art, criticism and essays in an enormous range of editions and prices. The latter question is immaterial where a new book is concerned, according to Mr. Milne, who cited the fact that a certain popular autobiography which was priced at $7.50 sold by the hundred at Christmas time.

The book shelves at the sides of the department are crowded with the popular pocket edition fiction and the ever popular British reprints. Later on, the manager expects to add a French shelf for grown-up readers in response to a large demand.

Mr. Milne and his staff of over fifteen assistants are thoroughly aware of the fact that book buyers must not be approached by the ordinary methods of salesmanship. They are aware that "May I serve you, madam" is an entirely superfluous remark, and instead they concern themselves with other duties until such time as it shall be wise to hover discreetly near and assist the purchaser in locating a volume or answering questions. "We never trouble our customers," explained Mr. Milne, "but we frequently receive requests for help from them in selecting books."

Study Stocks Carefully

Mr. Milne insists that his assistants be fond of reading and attentive to the needs of customers as though they were librarians themselves. He encourages them to study the range of authors and familiarize themselves with the works of each, by name at least.

Not only does the department carry books, but its magazine section is also most popular, including as it does a subscription agency which handles orders for hundreds of subscribers. A careful



An Attractive Book Department

Splendid display tables arranged so that the maximum of aisle space may be utilized. Stationery and amateur photograph departments in background.

system of double checking is maintained by the department in this respect so that few errors ever occur. Magazines in themselves are not particularly profitable but are an unfailing means of attracting customers to other departments, and it has been often proved that once a woman buys a magazine she invariably makes other purchases later, but if she fails to find her favorite journal she is apt to go out elsewhere in search of it.

Stationery Business Big

Across on the south side of the department is the stationery and engraving section. This is by far the most profitable line carried by the department and is a most important branch. All grades and qualities of writing paper, boxed and in bulk are set forth here and in addition a very artistic line of greeting cards for every season of the year is featured. Engraving of personal greeting cards, visiting cards and wedding invitations is also done by this department, although in another section of the store. In this regard, the volume of business done is enormous; the only serious competitor in Montreal being a prominent Canadian engraving firm. In the workshop where the engraving is done are filed away vast numbers of copper plates, which are carefully preserved alphabetically for customers' future use. Every order is registered also on a time clock so that a record of its making is preserved for later checking up.

The same minute attention to detail is carried out with each and every part of the department, not excepting the photographic section which, although the latest addition to the book section, already threatens to grow up into a parent section, so greatly has it expanded.

During the summer months, as many as 500 films a day are received for developing and printing and the work is all done by the store itself. Enlargements are also made here and all troubles incidental to amateur camera enthusiasts are cheerfully explained away and helpful advice is given. By the same careful system of checking orders which prevails throughout the department, an accurate account is made of each and every order taken in, so that errors are practically impossible.

That the buyer of a book department shoulders a heavy responsibility is fully realized by the manager of this well equipped example. He must know books himself, and be a well-informed and up-to-date student of the world's best literature, and with the responsibility of selecting the reading matter of the entire family, he has need of singular qualities of shrewdness and balance.

MUTT AND JEFF BALLOONS

A new series put out by the Eagle Rubber Co., of Ashland, Ohio, comprises "Mutt and Jeff" toy balloons in envelopes. The envelopes depict these famous characters in characteristic "stunts" and a series of these appear on the balloons themselves when inflated.



JOHN McCLELLAND,
Honored by Toronto electorate in being elected Chairman of Board of Education.

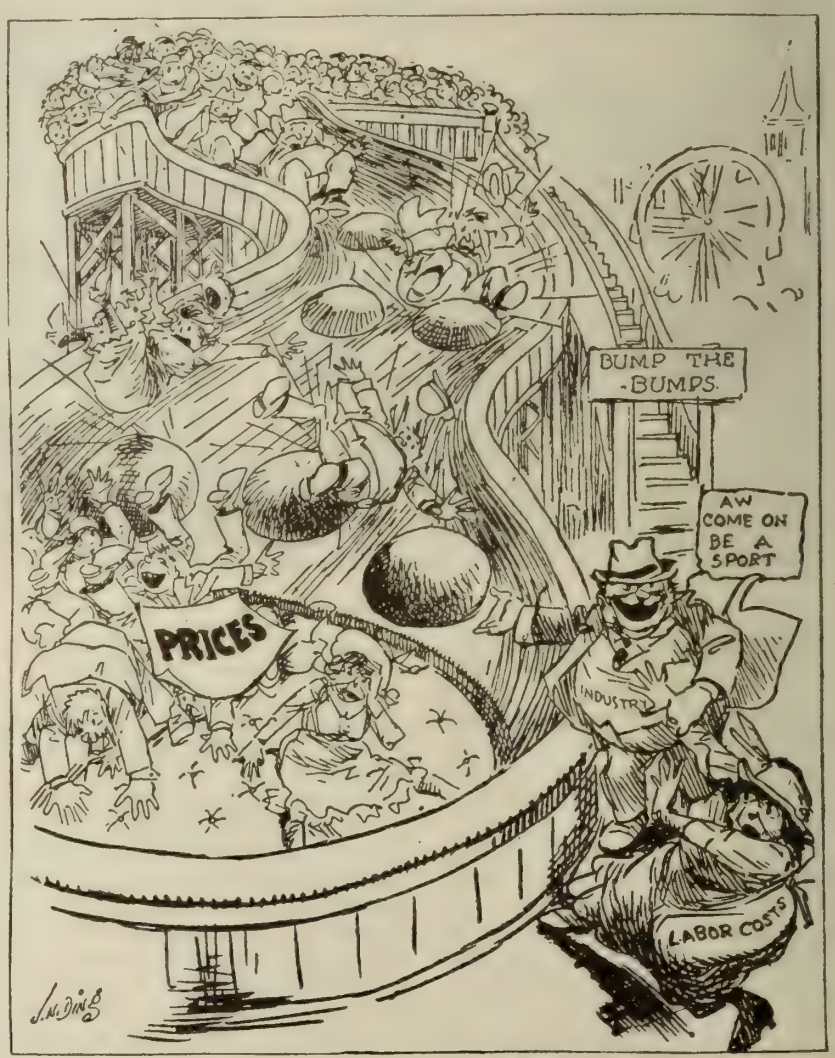
JOHN McCLELLAND HONORED

The election of John McClelland as chairman of the Toronto Board of Education is a source of satisfaction to the book trade generally. It is a good thing not only for the interests of better citizenship that officials in charge of so important a branch of education should come from the ranks of business men whose daily work is directly connected with education in the larger sense, as is the case with men in the book business, but it should be the means of getting better universal recognition for the place in social betterment which the book trade occupies. It is to be hoped that representative book publishers and booksellers will become increasingly numerous in such positions.

In the hour of jubilee music will bring you thrills of delight that compensate for that which is dull and commonplace.

In the hour of prayer music will quicken the aspirations of your soul and perfume your life with the breath of heaven.

BUMPING THE BUMPS



Darling in Des Moines "Register."

If it's all the same to everybody else, Aunt Hester would just watch the rest do it!

A Few Tips to the Live Ones

Are You Looking for Fast Selling Lines to Help Speed up Your Turnover?—Then Consider Toy Balloons—How This Trade Has Expanded

SPECIALIZATION brings up a retail business immeasurably and a branch of trade that is capable of great development on a small amount of capital investment is the selling of toy balloons.

Stop trifling with a big line! Because toy balloons in stationery stores used to comprise a gross or two of one and two cent balloons, some dealers will persist in associating the toy balloon business in their minds with this picayune trade, but when a straight look is taken at conditions as they actually exist to-day, one is brought face to face with the realization of the really stupendous progress that has been made in the past half dozen years with this line. Many wholesale houses do a good volume of trade with retailers throughout Canada and this is jumping up each year by leaps and bounds because, more and more, the retailers are coming to see its possibilities and the profits that they have missed by not keeping abreast of the times.

One wholesale house in Canada, representing a U. S. factory manufacturing balloons exclusively was in 1920 limited in the extent of sales of toy balloons only by shortage of shipments to them from the factory, but at that did a business of over $10,000 in toy balloons alone with the Canadian dealers. This year, with increased capacity at the factory and the assurance of a greater volume of shipments for taking care of Canadian business, this house expects to far exceed that mark.

As playthings, toy balloons afford kiddies endless joy and fun and the manner in which these goods are now packaged, together with their eminent suitability for striking window displays, add greatly to their saleability, thus speeding up turnover and piling up profits.

Turnover is the secret of successful merchandising and what lines can you name off-hand that equal this one for quick sales and frequent repeats?

Toy Balloon Games

There are now many games that are played with toy balloons both for indoors and outdoors and books of instruction are available to tell how they are played. This puts the balloon line more than ever in the running for all sorts of parties and social gatherings.

At Hockey Games

Toy balloons are also sold quite extensively to hockey fans. In the big arenas in Montreal, Toronto and other cities it is a common sight to see hundreds of toy balloons inflated and being knocked about by the spectators as an amusement during the intermissions between the periods of play in the hockey matches. It is an amusing sight to watch this fun and the anxiety of the average man or woman to participate is most evident. Some seem to get as much enjoyment out of this toy balloon by-play on the part of spectators, as they do out of the hockey games and enthusiasts have been observed to open packages of a dozen of these balloons at a time at the end of the first period of a hockey match.

The variety of colors of the balloons being precipitated through the air in all directions produces a kaleidoscopic effect that is most engaging, lending a carnival air to these events.

New Designs

New ideas in shades and designs as well as improvements that add to the life of toy balloons have of late been effected, still further increasing the scope of this specialty trade. There are also novelty balloons with pictures or decorations suitable for holidays or special occasions. The selling of these timely numbers is especially profitable.

This year no retailer who is really enterprising will overlook the added business that he can do and the good big profits to be made by pushing the toy balloon trade.

NEW PHONOGRAPH

A new item being brought out by the A. C. Gilbert-Menzies Co. is the Bobolink phonograph for juniors. This instrument will have a case standing 26 inches high and will play six-inch records. It will be recommended as an ideal phonograph for the nursery but emphasis is laid upon the assertion that it will be strictly a quality production.



A January window in the store of McAinsh & Co., 4 College St., Toronto

Biggest Year Yet In Greeting Cards

Members of the Canadian Association Imbued With Greatest Confidence in 1921 as a Year of Unprecedented Progress.

AT the annual meeting of the Wholesale Greeting Card Association of Canada, held in Toronto on January 21st, a fine spirit of optimism prevailed as regards the outlook for the further development of this business and it was the general consensus of opinion on the part of those in attendance that 1921 would see the greatest advance yet made in one single year.

Due acknowledgment was expressed in connection with the great general benefit to greeting card interests that had resulted from the extensive 1919 and 1920 campaigns of the greeting card association of the U.S. in promoting greater interest and appreciation on the part of the public in the potentialities of greeting cards for Christmas and other special seasons as well as for various occasions arising every day throughout the year in all communities.

There was quite an extended discussion on the exchange situation without reaching any definite conclusion other than that the safest guide seemed to be to proceed on a programme that allowed for no appreciable deviation in the coming months from the present rate of exchange.

Appreciation was expressed at this meeting of the benefit to this branch of the trade that had resulted from the continued presentation in Bookseller and Stationer of articles bringing home to the retailers the wide possibilities for building up big business at most satisfactory profits by the intensive cultivation of the greeting card field.

The officers for the ensuing year are as follows:—

President, T. J. Pugh; vice-president, J. W. Dyas; sec.-treas., Wm. Banks, ass't.-sec., John Morgan.

As a good accompaniment of the foregoing report of the activities of the Greeting Card Association of Canada, the report of the committee on greeting cards, as presented to the recent convention of U. S. stationers in St. Louis, follows:—

"Your committee, recognizing that 'greeting cards' have become an important department in all up-to-date stationery stores, would urge all dealers to give this line more attention for the possibilities of increasing the sales seem unlimited.

"The committee desires to express our appreciation of the splendid practical work that is being done by the Greeting Card Association in the nationwide advertising which they are doing and are to do this season for the benefit of the retailer.

"Several very valuable suggestions have been made to your committee in regard to the best methods of handling greeting cards, or more especially Christmas cards, one is that dealers are missing a great opportunity in not featuring a sale of cards with the customer's name engraved thereon from the customer's own card plate.

"A bid for this business should be made early in October by direct appeal to a selected list of possible customers who should be urged to place these orders at once while it is possible to secure a selection which it would not be possible to obtain later in the season.

"In addition to the personal list, a list of business houses should be compiled and if possible called on by a salesman who would carry with him in a compact parcel mounted samples of a selected line of cards suited to such customer's needs.

"Many methods of displaying cards for retail sale are in vogue but the one adopted by Miller & Rhodes, of Richmond, Virginia, comes nearer to solving the problem than any that we have investigated.

"Briefly they use an oblong booth or counter with flat glass top showing the different cards under the glass (similar to the accepted method of showing wedding invitations and engraved samples), cards are classified as to price and plainly marked, all stock is kept under counter in boxes properly numbered and labeled to correspond with samples shown.

"Miller & Rhodes have had prepared a diagram giving full information in regard to their system which we understand they will be glad to mail to any one interested.

"Another display which has many features that appeal to dealers serving a large number of customers from a limited space is a raised display rack with adjustable spaces that rests on top of a table. One feature of this rack that will appeal to many is that as each card has a place on the rack it is not easy for the customer to put them back in the wrong space, as they will only fit into their own section of the rack.

"Another suggestion given your committee was a request that the Greeting Card Association supply dealers uniform display signs in place of the signs sent out by the different manufacturers which in many instances are not used.

Every Day Cards

"While considering the Christmas Cards sale dealers should not forget the all the year round 'Every Day Cards' for we must not forget that some one is born and some one dies and people get married every day. Each one of these occasions calls for the proper card.

"Your committee would urge each dealer to plan carefully for what is going to be the greatest season of Christmas Card selling that has been known.

"The manufacturers have done their big bit in producing a wonderful line of artistic cards appealing to all classes and our thanks are due to these greeting card manufacturers who have created and issued the beautiful lines that have made our success possible.

"One of the biggest assets of the successful dealer in cards as well as anything else is enthusiasm.

"If he can forget there is such a word as pessimism and instil into his mind and that of his employees so much enthusiasm over the fine stock which he has to offer the public and the knowledge that the customers are going to be simply delighted when they come to see the display, then that dealer will have all the success that he deserves."

The Origin of Valentines

Dan Cupid Now Holding Sway in the Book and Stationery Stores.

Valentines are in the limelight just now and Dan Cupid, "the king of hearts," seems to be the dominating spirit in all the book and stationery stores.

The custom of our lovelorn youths and maidens in exchanging amorous greetings on the 14th of February brings to mind the curious history behind it. The fact is St. Valentine was a bishop of the early church and a martyr to the cause of Christendom. How he subsequently achieved the reputation of the genial matchmaker and usurped the prerogatives of no less a personage than the Greek goddess Aphrodite is a mystery which has puzzled more than one antiquary.

In the days of pagan Rome, there was celebrated in the early springtime the feast of the Lupercalia wherein Pan, the river-god, and Juno, Queen of Heaven, were jointly honored. In the course of the merry-making the names of the young women were placed in a box and drawn out by the young men. These missives, drawn at random, were the

first "valentines," and the partners thus procured remained together during the festival.

This custom in some way, probably because both festivals were celebrated at the same season, became confused with the day set apart in honor of the early church martyr, St. Valentine, so that the Christians celebrated their solemn anniversary with the pagan ritual. The Church fathers frowned severely on the custom and indeed, forbade it entirely, substituting the names of saints for the names of girls. The substitution can hardly be said to have flourished, however, for even in England and as late as the time of Shakespeare we find young girls' names placed in a box and shuffled about, the girl whom each man drew in this way, became his "valentine,"not for the day, but for that year.

The young man of our day prefers to to do his own choosing, but on St. Valentine's Day he sends the girl of his choice a message which still holds the spirit of the ancient ritual: "Be my Valentine."

Engraving Orders In Stationery Trade

Developments Across the Border That Are of Definite Interest to the Stationery Trade in Canada as Well

TAKING orders for engraving should be among the most profitable branches of the business of every retail stationer. If properly managed it can be made a most profitable adjunct to any of these concerns.

The chief drawback seems to have been the lack of proper training of the employees who handle this branch of the business in the details with regard to proper forms, and the correct prices to charge for this class of work.

The class of patronage in this department is of the best, and many opportunities are lost for the house by the failure to realize their responsibility to their employers in the matter of a fair profit on the sale.

It seems very desirable to issue a standardized list of recommended prices for the information of the selling force, based on the present day costs.

In order to get an expression of opinion on this question, the special committee of the National Association of Stationers of the United States canvassed representative retail stationers and the unanimous opinion is that a list recommending a scale for the selling prices of various items, should be issued by the National Association, in order to give it wide circulation, and to educate the trade with regard to the product and obtain the proper return on this class of merchandise.

Some of the replies received were as follows:

No. 1

Both social and commercial engraving have reached the highest point in history this year. Although all shops are making every effort to train new help, our present forces are unable to cope with the large volume of orders.

The high cost of labor, shortening of hours and a more than proportionate cut in the output caused prices to soar as in other lines.

Apparently the peak has not been reached and from present indications even higher prices will be required during the next few months.

With the return of prosperous times, engravers are in a better position than ever to put into effect some of the trade customs that they have long hoped to establish. Most firms are retaining dies and plates as their property. Unless order is placed directly charge is made for sketches. These are no longer done on speculation.

At the last convention of the Engravers' National Association, an appropriation was made for the development of a uniform cost finding system, which will no doubt assist greatly in stabilizing prices. During the past year many cost records were gathered and most of the engravers' price lists this year are based on these records. In this connection we believe that a price list issued to members of the Stationers' Association will assist greatly in standardizing values and simplify handling of engravers' orders in stationery establishments where salespeople usually understand little or nothing of engraving.

No. 2

In reference to a recommended price list to be issued by the National Association, we will say that if this was gotten up in accordance with the different standards of prices ranging throughout the country we think it would be a very good thing. Our local engravers charge by the line as you see from the list, while we think the only correct and really fair way of charging is by the letter. Business has been very good in this line, although the prices have been going up steadily, and only last week it was necessary to take another advance.

No. 3

Your letter is received with reference to steel and copper plate engraving and beg to say that we believe the Stationers' Association can do an exceptional piece of work in getting the stationers to realize what steel and copper plate work is actually worth. Will be very glad to have the list issued by the national association.

I believe that the National Association of Steel and Copper Plate Engravers should be, if possible, brought into one of the larger organizations, either the Typothetae or the Stationers. I am sure functioning through one of the larger associations it could do a great deal more good than going it alone, as they are at present.

No. 4

I am pleased to learn that the national association is interested in this branch of our business.

There is so much that can be done in the way of helpful suggestions. Selling help, up-to-date styles and forms, educating the dealer to get a right price for this class of work, and many others that suggest themselves.

We believe that a recommended list would be of great value, but from observation there will probably be some difficulty in preparing one, owing to what seems to be a wide variety.

Our opinion would be that the price list should not show less than a 40 per cent. gross profit when using the highest general basis of cost. Those who would be satisfied with a lower percentage could discount the list. Such a basis would at least approach uniformity.

A VOYAGE TO ARCTURUS

From Methuen's comes David Lindsay's "A Voyage to Arcturus," a remarkable romance. Beginning in a Hampstead drawing-room, it proceeds through a strange, terrific, almost unimaginable world on the confines of visible space, and closes on a solemn note in the life after death.

"The Auld Doctor," by David Rorie, M.D., and "In the Country Places," by Charles Murray are two excellent little volumes of Scotch verse which will delight those who hail from the "land o' cakes." Both are provided with a glossary which, however, does not include many words in the text which will be a mystery to the heathen "Sassenach." They should sell well as gifts at the present festive season.

"The Typists' Vade-Mecum" by Marparet B. Owen (the world's champion typist), with special chapters on setting out, by Mrs. Smith Clough (winner of first place in three national shorthand-typewriting contests), will be published immediately in England. It tells everything that a shorthand-typist should know.



Books

SOUNDS FEASIBLE

Here's a bookseller's ruse for the account of which Herbert Jenkins is responsible:

"A bookseller we know makes a point of never expecting his people to do what he cannot do himself. One day a girl assistant approached him and said, "I can't sell 'The Bolshevist Earl' (that was not the correct title, by the way), and I've tried very hard," she added.

"I'll show you how to sell it," said the bookseller. "Wait a few minutes," he added.

At the door of his shop he had seen two friends.

"Here's three shillings and sixpence each," he said, approaching them. "Come into the shop, and when I ask you to buy a book take it and pay three shillings and sixpence for it."

The friends, being friends, said they would. Ten minutes later in they strolled.

"Now," said the bookseller to the girl. "I'll show you how to sell 'The Bolshevist Earl.'"

Picking up a couple of copies he went up to each of the men in turn and effected a sale.

"There, that's the way to sell 'em," he said, a minute later, as he handed the girl seven shillings.

She was a spirited damsel, not to be outdone by a mere employer. She set to work and sold that book consistently, whilst the modern Ignatius Loyola smiled behind a heavy moustache that he habitually wears.

"Personally, I regard the future with every hope," says Herbert Jenkins in his "Booksalesmen." "Publishers and booksellers have now entered into active competition with the cinema, the theatre and the music-hall. The up-to-date bookseller is out to interest and amuse the public. Thousands of people now read books who, hitherto, limited themselves to newspapers and magazines. I am sometimes told that the bookseller is old-fashioned, out of date, a back-number. My correspondence shows otherwise. I am constantly receiving appreciative letters from booksellers congratulating me upon our publicity, and, what is even more important, I receive big first-orders for books by unknown authors. Why? Because the bookseller believes in them and means to feature them."

AND NOW KIPLING!

Rudyard Kipling has joined the school of scenario writers. For years he has stoutly refused to be enticed into a contract to supply picture plays. Only two of his works, "The Light That Failed" and "The Naulakha," have ever been filmed. He has now decided to write a series of plays especially for the film.

HAROLD BELL WRIGHT

The new Harold Bell Wright novel will probably be called "Helen of the Old House."

Appleton has taken over all of Joseph Lincoln's earlier books and is to act in the future as the publisher of his complete writings. A uniform set will be issued some time during the coming year. Subscribers to this set will also be able to obtain future volumes in the uniform binding.

An event of importance is the publication of Gertrude Atherton's "The Sister-in-Law."

Dorothy Canfield's first novel since "The Bent Twig," published in 1915, will appear in the early spring. "The Brimming Cup" is a story of American life.

LOUIS COUPERUS

It is interesting to record that Louis Couperus, the noted Dutch novelist, whose books are now being published in Canada, is of Scottish ancestry.

His name, originally Cowper or Cooper, was latinized into Couperus in Friesland, where his forbears, banished for political reasons, took refuge during the reign of Mary Stuart. He claims a collateral kinsmanship with the Earls Cowper, boasts a similar pedigree and bears the same coat of arms. Yet he knows and wields his native Dutch as none have known or wielded it before or since. And this Dutch is a majestic and a plastic language; a live language, moreover, undergoing constant changes; a manly, forcible tongue and one which, now that it has thrown off the hideous trammels of German construction, lends itself to translation into English as readily as the Danish or the French.

OPPENHEIM

In "Jacob's Ladder," E. Phillips Oppenheim has forsaken his favorite motif of international intrigue. He chooses for his hero in this new tale a middle-class Englishman who, because of his own bitter experience, decides to devote his life and suddenly acquired fortune to helping the under dog. Mr. Oppenheim relates the adventures of Jacob in attempting to get the better of the sharp-witted who prey upon people of small means with his characteristic facility for story telling.

BEST SELLING BOOKS IN CANADA.

Fiction.

The Valley of Silent Men. Curwood..	150
The Top of the World. Dell	146
Dennison Grant. Stead	110
Kindred of the Dust. Kyne	82
The Poor Wise Man. Rinehart	82
The Devil's Paw. Oppenheim	72

Non-Fiction.

Autobiography of Margot Asquith....	124
Now It Can be Told. Gibbs	118
Outlines of History. Wells	60
Westward With the Prince of Wales..	32
Memories of the Empress Eugenie ..	28
Winsome Winnie. Leacock	24

BLUE PETE

Originally published in England, a Canadian copyright edition is now being issued of "Blue Pete: Half-Breed," by Luke Allen, an English author, who writes of the west in a manner that ranks with the best of the western tales of American authors.

FAGOTS OF FANCY

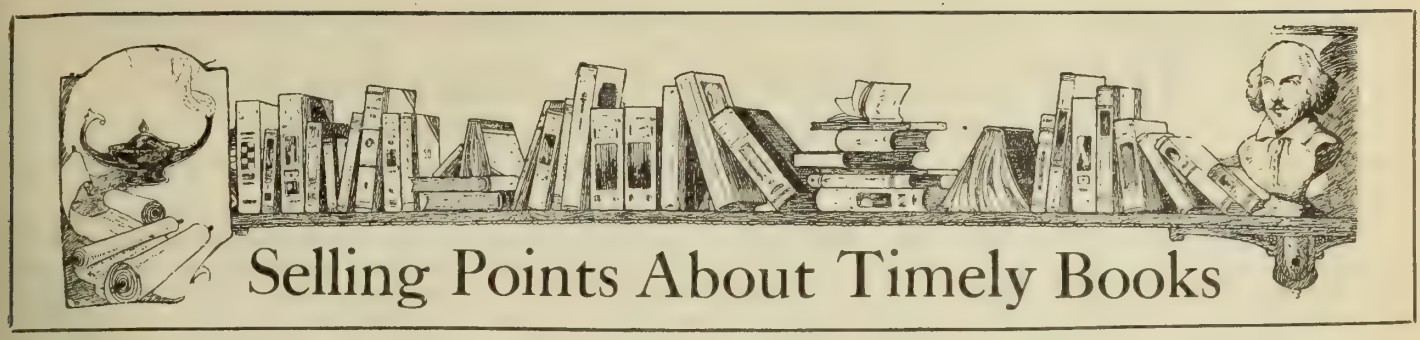
From the "Progressive Publishers," of Wheeling, W.Va., comes a volume of verse entitled "Fagots of Fancy," by Scottie McKenzie Frasier, being, as the foreword states, a spontaneous outburst rather than efforts in accordance with the laws of rhyme and meter.

THE GOLDEN APPLE TREE

Virna Sheard's new book, "The Golden Apple Tree," is made up of seven stories. The first four are fairy tales, with a princess and prince charming in each, for without them no fairy tale would be at all right.

The fifth story is about a child's dream, and what followed. The sixth and seventh are mystical stories made from the fragments of old legends. There is an element of magic in one, but no hint of magic in the other.

The author's thought in writing these little stories was to lead the minds of children—those children too old for the usual nursery fairy tale, but too young for the usual novel — into the lovely regions of fancy and imagination. The volume is illustrated by Norman Price.



Selling Points About Timely Books

SWAMP BREATH

Among the early good things of nineteen-twenty-one is Robert Simpson's "Swamp Breath." This author, it will be recalled, made a real hit with his previous book, "The Bite of Benin." Simpson's pen pictures of Africa are those of a man who has seen and felt and lived the things he writes about.

COW-COUNTRY

B. M. Bower has written another western success and it is true to form. In this author's books the reader finds not only the splendid sweep of the plains and mountain ranges, the glory of the sunset, the rugged strength and resourcefulness of the men and women who ride and shoot, but also a gay and rollicking humor as typical of the west as all the other characteristics which lovers of Western novels like to find.

NEW GARDEN BOOK

A book approved by the American Library Association is Ida Bennett's "The Busy Woman's Garden Book."

By the use of this book, the busy woman who appreciates the desirability of beautifying the home, or reducing the high cost of living through the cultivation of a kitchen garden, knows exactly how to make her farming a success. The method of presentation is direct, concrete, and there is no necessity for experimentation to produce results.

IN THE BOOK DEPARTMENT

Manager—Can't you find some way to make yourself busy around here?

Bookish New Salesman—Milton, in his "Sonnet on Blindness," says: "They also serve who only stand and wait."

Manager—Yes, but you must keep in mind that Milton's most famous book was about a fellow that lost his job and went to Hades.

BEST SHORT STORIES

In O'Brien's "Best Short Stories of 1920," the selections are as follows: "The Other Woman," by Sherwood Anderson, (From The Little Review). "Gargoyle," by Edwina Stanton Babcock, (from Harper's Magazine). "Ghitza," by Conrad Bercovici, (from The Dial). "The Life of Five Points," by Edna Clare Bryner, (from The Dial). "The Signal Tower," by Wadsworth Camp, (from The Metropolitan). "The Parting Genius," by Helen Coale Crew, (from The Midland). "Habakkuk," by Katharine Fullerton Gerould, (from Scribner's Magazine). "The Judgment of Vulcan," by Lee Foster Hartman, (from Harper's Mazagine). "The Stick-in-the-Muds," by Rupert Hughes, (from Collier's Weekly). "His Job," by Grace Sartwell Mason, (from Scribner's Magazine). "The Reading," by James Oppenheim, (from The Dial). "The Dummy-Chucker," by Arthur Somers Roche, (from The Cosmopolitan). "Butterflies," by Rose Sidney, (from The Pictorial Review). "The Potter," by Fleta Campbell Springer, (from Harper's Magazine). "Out of Exile," by Wilbur Daniel Steele, (from The Pictorial Review). "The Three Telegrams," by Ethel Storm, (from The Ladies' Home Journal). "The Roman Bath," by John T. Wheelright, (from Scribner's Magazine). "Amazement," by Stephen French Whitman, (from Harper's Magazine). "Sheener," by Ben Ames Williams, (from Collier's Weekly). "Turkey Red," by Francis Gilchrist Wood. (from The Pictorial Review).

BOOKS RECEIVED

Sonnica (John Long) by Vincent B. Ibanez, author of "The Four Horsemen of the Apocalypse," is a story of the days of Rome and Carthage. Powerfully written and of absorbing interest it is more suitable for the student of history than for those fond of light fiction. It is not a book which booksellers could recommend for the younger generation.

From John Leng & Co., Dundee, Scotland, come copies of two new issues in their fourpenny paper novels: "The Innocent Importer," and "The Stolen Seaplane," and also the following new sixpenny paper novels: "The Runaway," by Agnes Mitchell and "Little Meg," by Ruth Walton. With these came a copy of "Aunt Kate's Fortune Teller," a forty page book published at twopence.

A GOOD PLAY

"Enter Madame," by Gilda Varesi and Dolly Byrne, is a three-act play just issued by Putnam's of New York in a volume of 176 pages. It reads as well as it acts, which is saying much because of its on-stage merit. The delicious situations, delicate humor, and sparkling dialogue have made the play a success.

GALSWORTHY, BARRIE AND SHAW

William Archer, the dean of English dramatic critics, who is on this side of the Atlantic in connection with the production of his new play shortly to have its premiere in Philadelphia, lectured in Toronto on Jan. 14 on "Galsworthy, Barrie and Shaw."

"Galsworthy is the pure English of caste, reared in the cult of the English idol, 'good form.' Bitter in his criticism of the wealthy upper class, he has retained the best of their manners, rejecting their insolence and self-sufficiency. The embodiment of fastidiousness and culture, his love of humanity is the first and last word of his genius, and his voice is continuously raised in protest against man's inhumanity to man and especially to woman."

Barrie was described as "an irrepressible genius with a rare and original instinct for the stage, who had the ability to take a double view of the peculiarities of his countrymen, sympathetically from within, as well as in the role of an onlooker, seeing the surface ripples of foibles, but beneath unfathomable depths of worth."

Why does Shaw with his genius and wide advertising fail to influence more? The answer of Archer was this: "Shaw is deeply concerned about the most real things of life, economics and morals. He is not such a force as Carlyle or Ruskin, much his inferior in sheer intellect.

"He insists upon wearing the cap and bells in season and out of season. But there is a deeper reason. He does not live in a real world, but in a priori world of his own construction. He sees things not as they are, but as he chooses to think them. He is a brilliant, erratic meteor, not one of the fixed stars."

When, in an interview, Mr. Archer was asked his impression of Canadian literature, he said:

"I know the works of Roberts and Carman and Duncan C. Scott, and have read some of Sir Gilbert Parker's books, but I do not think much distinction can be drawn between the Canadian and other poets writing in the English language. Bliss Carman struck me as rather original; his poem entitled "The Jugglers" is one I am very fond of quoting. I cannot say, however, that Canadian literature has left any individual impression upon my mind. Leacock is rather funny at times, but he writes too much."

Monthly Record of New Books

Published by Firms Established in Canada

GEORGE J. McLEOD, LIMITED

Fiction

Torchy as a Pa, Sewell Ford, $2.00; Lister's Great Adventure, Harold Bindloss, $2.00; Meet 'Em with Shorty McCabe, Sewell Ford, $2.00; The Vagrant Duke, George Gibbs, $2.00; The Clue of the Primrose Petal, Harvey Wickham, $2.00; The Crooked House, Brandon Fleming, $2.00.

THOMAS NELSON & SONS, LIMITED

Non-Fiction

Garibaldi's Defence of the Roman Republic, G. O. Trevelyan, 75 cents; Garibaldi and the Making of Italy, G. O. Trevelyan, 75 cents; Garibaldi and the Thousand, G. O. Trevelyan, 75 cents; Francis and Riversdale Grenfell, John Buchan, $5.00; The 51st (Highland) Division, Fred A. Farrell, $5.00; Commercial Airships, H. B. Pratt & Archibald Williams, $5.00.

Juvenile

Book of School Sports, Edited by Gilbert Jessop and Captain Salmond, $1.75; Arthur Peck's Sacrifice, Gilbert Jessop, $1.75; Peggy's Last Term, Ethel Talbot, $1.75; Girls of St. Augustine's, H. M. Ironsides, $1.75.

THE MUSSON BOOK CO., LIMITED

Fiction

The Mysterious Rider, Zane Grey, $2.00; Dennison Grant, Robert Stead, $1.75; The Girls of Miss Clevelands, Beatrice Embree, $1.75; An American's London, L. C. Hale, $2.25; Vagabonding Through Changing Germany, Harry A. Franck, $4.50; The Divine Event, Will N. Harben, $2.00; A Stage of Fools, Leonard Merrick, $2.00; The Ninth Man, Mary H. Vorse, $1.75.

Non-Fiction

Villiers: His Five Decades of Adventure, Frederic Villiers, $6.75; The Unknown, Camille Flammarion, $2.25; People of Destiny, Philip Gibbs, $2.50; The Secret Springs, Harvey O'Higgins, $2.25; What Music Can Do For You, Harriet A. Seymour, $2.50; The Dairy Farm, Prof. A. Leitch, $2.50.

RYERSON PRESS

Fiction

James Bevanwood, Baronet, Henry St. John Cooper, $1.75; Strength of the Pines, Edison Marshall, $2.00; Eli of the Downs, C. M. A. Peake, $1.75; The Golden Apple, Kathryn Rhodes, $2.00; Prairie Flowers, James B. Hendryx, $2.00; The Destroyer, Burton E. Stevenson, $2.00; Six Seconds of Darkness, Octavus Roy Cohen, $2.00; Love of Long Ago, Marie Corelli; The Sheik, E. M. Hull, $2.00; Potterism, Rose Macaulay, $2.00.

Non-Fiction

The Mirrors of Downing Street, The Feather Duster, $3.00; The Book of Games and Parties, Theresa H. Walcott, $2.25; The Privilege of Pain, Mrs. Leo. Everett, $1.00; Sex Education, Walter M. Gillichan, $2.00; Canadian Dairying, Henry H. Dean, $2.00; Mrs. Allen's Cook Book, New Edition, $2.00.

Juvenile

Refugee Rock, Rupert S. Holland, $2.00.

S. B. GUNDY

Fiction

The Roof Tree, C. Neville Buck, $1.75; The Ice Pilot, Henry Leverage, $1.75; Riddle of Mysterious Light, Mary E. & Thos. W. Hanshew, $1.75; That Affair at "The Cedars," Le Thayer, $1.75; The Great Pearl Secret, C. N. & A. M. Williamson, $1.75; World Without End, Grant Overton, $1.75; The Man Trap, J. Allan Dunn, $1.75.

Non-Fiction

Live and Be Young, Vance Thompson, $1.25; Waiting in the Wilderness, Enos A. Mills, $2.50; The Just So Song Book, R. Kipling, $2.00; Masterpieces of Adventure, Nella Braddy, 4 vols. $5.00 set; Recollections of a Foreign Minister; Memoirs of Alex. Iswolsky, $2.50.

Juvenile

Children's Book Xmas Stories, Asa Don Dickinson, $1.75; Adventures of Fleet Foot and Her Fawns, Allen Chaffee, $1.00; The Three Musketeers, Alexander Dumas, $3.75.

HODDER & STOUGHTON, LTD.

Fiction

Lamp of Fate, Pedler, $1.75; Bull Dog Drummond, Sapper, $1.75; Penny Plain, O. Douglas, $2.00; John Seneschal's Margaret, Castle, $1.75; In the Sweat of Thy Brow, Hocking, $1.35; First Sir Percy, Baroness Orczy, $1.75; Moonshine, T. G. Roberts, $1.75.

Non-Fiction

New Jerusalem, Chesterton, $3.00; Prime Minister, Spender, $3.50; Kaiser's Letters to the Czar; Life of Silvester Horne, W. B. Selbie, $3.00.

EDITS REVIEW OF REVIEWS

Sir Philip Gibbs, whose name as a war correspondent, novelist and descriptive writer is a household word among millions of readers in English-speaking countries, has accepted the editorship of the Review of Reviews.

MARJORIE PICKTHALL

The Canadian poetess, Marjorie Pickthall, has been coming in for more high praises of late. Pelham Edgar before the Heliconian Club in Toronto referred not only to the strikingly original mind of the young poetess but also to her gift of receiving criticism with the utmost grace. Prof. Mavor has the honor of discovering her through her poem, "Oh! Keep the World Forever at the Dawn." Sir Andrew McPhail in the early days of her career declared that the discovery of such a lyric singer was "more valuable to Canada than the addition of a new province."

BOOKS AND AUTHORS

Booth Tarkington, the novelist, was one of the four distinguished Americans who were recently elected to join the immortals of the American Academy of Arts and Letters. The other three were Lorado Taft, Childe Hassam and David Jayne Hill. They fill vacancies resulting from the death of William Dean Howells, Alden Weir, Dr. Horatio Parker and Kenyon Cox.

Paul Kester, a noted novelist and dramatist, has bought "Belgrade," a fine residence on the Cobourg Road, just east of Port Hope, and will make this his permanent home. The property includes about five thousand acres of land.

In Wallace Irwin's latest novel, "Seed of the Sun," the author tells the story of two New York girls who go out to California to work what the publishers' publicity note calls "a fruit ranch." The book touches upon the racial problem on the Pacific Coast.

The conversion of novels into motion-picture scenarios is now an everyday occurrence. Gertrude Atherton and Gouverneur Morris are among the first to reverse the process and turn scenarios, originally written for filming purposes, into books. Mrs. Atherton is at present engaged in rewriting her film, "Don't Neglect Your Wife," in the form of a novel, which will likely bear the title "Noblesse Oblige," and Mr. Morris is similarly engaged in converting his film, "A Tale of Two Worlds," into a novel, to be called "The Water Lily."

Norah Davis' "The Other Woman," the narrative of a man's struggle with an alternate personality and the crisis that struggle brings about in his married life, is among the many novels which have recently found their way to the motion-picture screen.

Edward J. O'Brien's "The Best Short Stories of 1920" will be brought out the latter part of this month. Mr. O'Brien will be represented among the spring books by "Distant Music," a volume of verse.

Elements of Display in Bookselling

Increasing Attention Must be Paid to This End of Merchandising —Cue Afforded Booksellers by What Other Stores Are Doing With Books as a Side Line.

IN the book business love at first sight enters more significantly than in any other retail business to-day. A customer drops into a store with only the vaguest idea in the world of making a purchase. The eye is seized by an attractive book, and presto! the hand goes into the pocket, and the book goes under the arm. The book was attractive in the beginning with an artistic wrapper in colors and first-class binding, but if it had been down under the counter somewhere the sale would never have been made. One thing that must be done is to give display of these books constant attention.

Why are books such good-selling sidelines in drug stores? It is because these stores in most cases have gone into this sideline with an investment of about $200 in reprint novels including a high-class display stand which rivets attention.

How It Is Done

"Jones needed a shaving stick, so he came in here for it. On his way out our fiction display caught his eye. He stopped to look at the colored picture wrappers, saw a book that looked promising and took it with him. Mrs. Brown dropped in for a soda, saw the same display, and was attracted by a society novel. Smith, who reads nothing but the daily papers, absent mindedly picked up a book while waiting for a prescription to be filled. It was a detective story and was so absorbing that by the time his medicine was ready, he simply couldn't bear to part company with the book. Probably none of them started out with the express purpose of buying a book, yet when they came face to face with our striking display of books, they were immediately interested. And there are lots of Joneses, Smiths, and Mrs. Browns in this town."

The speaker was the proprietor of a suburban drug store, when asked about his experience with books as a side line.

"The selling effort," he went on, "is almost nothing. We put the books on the display rack and forget about them. They just seem to melt away—first thing we know the rack is empty. The turnover is very rapid."

Cue for Booksellers

The cue in all this for booksellers is that the time has arrived for them to be exceptionally alert and to keep so abreast of the times in their book stocks as to prevent loss of prestige. They must pay increasing attention to the effective display of books, especially the latest novels and popular selling reprints.

Never before was there so much in the way of selling helps put at the disposal of retailers by the publishers as there is to-day. It is up to the bookseller with the best interests of his book trade at heart, to take full advantage of these helps and as S. B. Watson said in his interesting message in the January issue: "If the two branches of the trade would pull together we might some day restore the book-shop to its old-time importance in the social and business community. Why should not the public spend with the existing booksellers as much as they spend on the 'movies?' "

This reference to the "movies" suggests another line of thought. The moving picture theatres help a lot by the publicity they give certain books. This was true with "The Miracle Man," also "The Mystery of the Yellow Room," and others. Booksellers' sales of these books ran into hundreds of copies in individual bookstores in which displays of the books were made at the time these stories were being screened.

How to Sell More Books to Men

Detective and Mystery Stories Like Those by Arthur B. Reeve, Carolyn Wells, and Gordon Holmes "Sell Like Sixty" to Tired Business Men.

DO you want a new avenue of approach to men in order to sell them more books? Have you given anything like due consideration to the possibilities of mystery tales of the popular detective story type now so popular?

Think of the proportion of Canada's ten million people coming under the category of business men! They are bright, intelligent men of affairs,—readers of the daily newspapers, some magazines, and once in a great while a book. And thereby hangs a tale:

Once in a great while, a book:

"I haven't time to read a book,"—it's an old story. Plenty of time for the theatre, automobiling, pinochle, evening dinners, visits to the club and gossip with the neighbors, yet no time to read a book. Simply an empty phrase.

A salesman for a large printing house was one of this "too busy to read books" type but recently he dropped into a bookstore on an errand and while waiting was was attracted to a table of detective stories, one of which he bought, found the time to read, enjoyed it thoroughly and now he has the habit.

Does your imagination cause you to visualize anything from this?

Just imagine what a potential market this is, right at your own door, that is being neglected. You don't have to get out and educate these people to get the reading habit, they have the money and even the inclination, when it is brought directly to their attention. How many men have you in your town that this applies to? Will you take the trouble to go after them?

Book advertising campaigns across the line and in Canada, on books, including the special booming of high class mystery stories, should be an awakening and an opening wedge for hundreds and hundreds of permanent buyers of books whose purchases to-day are negligible.

Western stories have a vogue; society novels are fascinating to many, but there is hardly an average man anywhere who is not attracted or will not give the time to enjoy a good mystery story and be glad that he has done so.

The high-brow and the average man meet on common ground when it comes to a real detective story. Here, then, is the vehicle for selling more books to men.

DRINKWATER'S PLAYS

"John Drinkwater has completed two plays since his return from America," writes St. John Ervine from London, "one about Mary, Queen of Scots, and the other about Oliver Cromwell. It would not astonish me to find that both these plays are produced in America before they are produced in England, and if you will promise not to tell anyone I will let you know that a great American comedy actress—one of the best comedy actresses in the world—will probably play the part of Mary, Queen of Scots. I am not at liberty to reveal her name, but perhaps by the time this is printed you will have discovered it for yourselves." Mr. Drinkwater has also published two books since he returned to England, "Pawns" is a collection of plays, "Lincoln, the World Emancipator," is Drinkwater's comprehension and admiration of Lincoln and his understanding of the American people. Mr. Drinkwater has engaged his passage for the 19th of January for another visit to America.

Retailer's Relations With His Banker

Merchant Can Do Nothing Better Than Submit Periodical Financial Statement to His Banker—All Retailers Not Good Business Men—Details Bankers Require to Know—Exactness Necessary.

By a Banker

WE bankers are human, even if some of you business men think otherwise.

Now, the truth of it is that the banker is a good business man. Regard for the law and his depositors, to say nothing of his own financial welfare, demands that he exercise good judgment in place of sympathy when the average merchant asks a loan.

Don't think that we chuckle fiendishly when you need money to pay your notes or the interest on the mortgage, and have to come to us. Don't call us ugly names because we happen to refuse. It's all in the interest of good business. Personally, I might like ever so well to make a loan to Jones or Thompson, who are neighbors and friends, but if I am convinced that it would be poor business, friendship must not count beyond a certain point. To grant loans in some cases would work positive injury to the borrower, as well as to the bank, for borrowing often teaches bad habits.

Why So Strict

Many retail merchants cannot understand why bankers are so strict—why financial statements are demanded and why many of these are unsatisfactory. The answer is that not all retail merchants are good business men. They do not possess enough information about their business to make up a reliable statement, as a rule. If they cannot show sufficient cause why they should be trusted with a loan, why should these merchants blame the bankers?

The day of loose business methods is passing fast. Margins of profits are drawing closer and closer, so that it is necessary to do more figuring and better managing to find a profit. Besides, retail businesses are becoming so complex as to stock and seasons and discounts that much greater efficiency is needed to-day than grandfather needed in his general store twenty years ago.

A Businesslike Statement

That is why the banker asks a business-like statement and one that he can rely upon. No guesswork will do. The retail merchant might fool himself about his present worth and profits, but it is not so easy with the banker, who doesn't carry dead stock and dead accounts on his books year after year.

Whom should a banker trust? That depends on a number of things. The merchant may have a rating in some credit bureau. The banker may have had dealings with him before. There may be security or references to look up. A number of things will go to help the banker, as well as the wholesaler or any other business man, decide whether a certain applicant should be accommodated.

This much is true in all cases, however, The retail merchant can do nothing better than to submit a periodical financial statement to his banker, his wholesalers and jobbers and to selected mercantile agencies. Frankness, absolute frankness and honesty, will pay in the great majority of cases, and will serve to give the applicant a better rating than he would otherwise be able to get.

Protect Credit Jealously

It is safe to say that there are many merchants who do not enjoy the high rating they deserve. This is because they do not take advantage of their cash discounts and because they are not able to furnish a financial statement that does them justice.

Credit is a thing to be jealously protected. Good credit enables a merchant to buy where otherwise cash would be demanded. Reputable wholesalers and manufacturers are coming more and more to favor their best dealers in a number of ways. But the best part of building up a good line of credit is that the merchant is thus prepared against the time when either cash or good credit is needed and needed badly.

What Statement Should Contain

What should a good financial statement contain? It should tell in detail the assets and liabilities of the merchant, and his profit or loss for the past six months or year. There should be no equivocation or false valuations in such a statement. It is surprising how many retailers place artificial valuations on their stock or property, allowing nothing for depreciation, and think they have made an honest, conscientious statement. A statement is untrue if goods are entered at more than their market price or more than they cost, and if fixtures or other property are valued at more than they will bring at a forced sale.

A Well Kept Set of Books

Most banks and credit bureaus can supply statement forms. In cases where, because of a poor bookkeeping system, the seeker of credit is unable to arrive at his net worth, the bank sometimes undertakes to audit his books for him. The best preparation for a financial statement is to have a well-kept double entry set of books. These will yield all the information necessary.

It is through his demand for exactness and truthfulness that the banker stands between the retailer and loose business methods. Much credit is due banking and other institutions which are endeavoring to raise the plane of business methods and financial credit. They are a factor in the big struggle for efficiency.

Should Get Together

Suggestions That Publishers and Retailers Meet in Joint Session in Toronto on Good Friday.

ISN'T it about time for the book publishers and retail booksellers to get together in one general meeting, or better still a series of meetings, at which both retailers and wholesalers will be authoritatively represented?

In the absence of a booksellers' association it is difficult for the retailers to take the initiative in this respect, but this might be done by the publishers who have an organization as a branch of the Board of Trade, in Toronto.

From time to time communications from retailers have appeared in "Bookseller and Stationer," setting forth grievances as to discounts and the side of the publishers has also been published, proving that the latter too have their full share of trade handicaps under existing conditions in the book trade.

Instead of publishing the latest arrivals in the form of these letters to the editor, it has been decided to take this course of advocating a meeting between the wholesalers and the retailers.

In another column wil be found a suggestion from Mr. Nelles, of Guelph, that a meeting of retailers be held in Toronto, on Good Friday afternoon. Why not make a day of it with the forenoon devoted to a joint session of wholesalers and retailers? Then suggestions can be discussed to some purpose and by exchange of views and presentations of both sides of the case, no doubt reforms in trade practices can be brought about that will benefit the trade as a whole.

New Ideas to Liven Up Trade

Canadian Leather Goods Manufacturers Provide Retailers With Novelties That Are Bound to Boost Business.

CANADIAN manufacturers are showing leather goods this spring which rival any that may be brought from Paris.

Since the first of the year there has been a steady call for metallic effects and this fad finds ready expression in ladies' handbags. Moreover, since fashion has decreed that spring suits are to be plain and in quiet colors such as navy, brown, tan and grey, metallic bags add the necessary touch of color to make a costume complete.

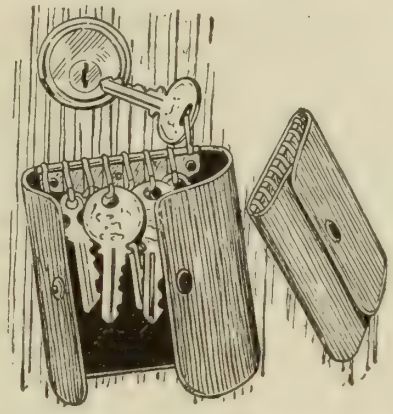
The vanity bag and beauty box are now being shown in leathers with a metallic finish. They are in mixed colors, blue and grey, soft brown and green.

Many of these bags are carried out in Persian and Japanese designs. The linings are often of rich Paisley patterns.

In the standard strap-back purse the tendency is toward larger sizes, some being ten inches in width. In fact, all bags, fancy and plain, are much larger than formerly. The Lucille bag has added at least two inches to its stature, and the envelope vanity bag is as long as twelve inches.

A practical school hand-bag is now carried by a Toronto firm. It is made of textile leather, is flat, of good size, and has two buckles. It is durable and inexpensive as well as practical.

Probably the best results from leather sales this year have come to those dealers who were fortunate enough to stock men's key-cases. Once a few customers have been shown the value of these, a steady sale is ensured. The saving on the pocket alone is a big inducement and the readiness with which each key may be located is a big factor in the sale of it. When full, the whole case is as thin as a pocket book. The keys hang in a row on hooks which are so designed that one downward pull fastens the key in place and one upward pull removes it. Yet the hooks hold the keys so securely that they cannot possibly be lost. These cases are made in four, six and eight hook sizes and come in practically all leathers from cowhide to real seal. They sell at prices ranging from 85 cents to $3.25.



A case for keys that prevents bulging.

Sweater coats have again come into their own after the long run of pullover sweaters. For this reason live stationers are stocking belts for use with the coats. The plain belt has been replaced by a ¾-inch patent one, threaded with red or white, silver or gold ribbon showing ¼-inch squares of the color.

Bags

An advice from Paris says that interesting collections of pocket books are being shown in a wide range of colored kid, including bright greens, oriental reds, sand color and cream.

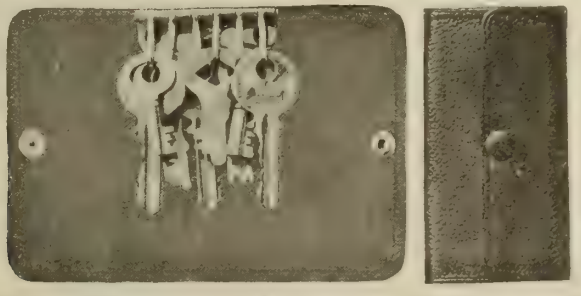
One especially attractive pocket book is in a bright green, with gold burnished design of tiny flowers, the centers being in black. It is an envelope shape and unfolds disclosing two large side pockets. It is fastened with a strap and there is a band of leather to slip the hand through to hold it easily.

This same shape is repeated in cream with gold burnished design in conjunction with black on a "tooled" surface similar to repoussee ground work. These are offered at 18 francs each.

Another variety to be seen is envelope shape in sand or natural leather color, with a "wheel medallion" or "motif" in openwork revealing red and green leather effects.

A few card cases are shown, among the most interesting one in Oriental red with a "tooled" circular design. The pockets, instead of being sewn, are held by a strip of sheepskin threaded in a wide tacking effect, similar to the ancient Sienese craft still seen in Tuscany. These are priced at 7 francs each.

Some large bags with a cord, to be worn slung over the shoulder, are shown in brown leather with designs in gold and colors blended, and are fringed with long strips of leather.



Each key has a definite place. The hooks each accommodate two keys.

WINDOWS BUILT UP THIS BUSINESS

There is a generally accepted theory that a well-dressed window is one which displays a few articles rather than a great many. Window-dressers have emphasized the dangers which come from overcrowding to such an extent that good windows now-a-days rarely show all the lines carried in their stores.

One glance at the windows of the London Luggage Company, on Yonge St., Toronto, explodes a theory that limits window display to such an extent. Two ordinary sized windows hold several articles of probably twenty different lines, yet not even the most exacting critic could call them overcrowded.

Instead of facing his goods directly on the street, the manager of the company has his windows dressed diagonally. In this way he obtains about two feet more space than he otherwise could.

The smallest goods are shown at the corner nearest the street, ticket cases, pen knives and fountain pens. Behind these came shaving mirrors, purses and leather belts; then ivory toilet articles and travelling clocks. Overnight bags and lunch boxes are followed by club bags and suitcases. At the very back are trunks, small and large and umbrellas. Without any overcrowding, there is a systematic, well-balanced display of goods.

The windows of the London Luggage Company are characteristic of the whole store. Every article has a place suited to its nature and size.

Though only in the second year of business, a large clientele has already been established. This patronage is to a large extent built from a trade which was attracted by good windows.

Fred J. Scott has bought out the business of the Cranbrook Drug & Book Co., Cranbrook, B.C.

Canadian Toy Industry Advancing

Over Million Dollars' Worth of Toys Imported by Dominion Last Year—Many German Products on the Market—Cheaper But of Inferior Quality—American Industry Making Great Progress.

CONDITIONS in the toy markets of the world will undoubtedly be typified in the coming American Toy Fair to be held in New York in February next. The features which are spoken of as outstanding this year are unusual and are indicative of the fact that 1921 will witness a practical demonstration of the principle of the survival of the fittest, so far as toys are concerned.

In every country, financial pressure has weeded out those concerns which are not really fitted or properly equipped for the manufacture of toys. War conditions made it possible for toy manufacturers of a certain class to get by when they could not possibly do so under normal conditions.

Novelties will not be a pronounced feature of the 1921 showing for the reason that few manufacturers feel justified in introducing anything new in the strictest sense of the word just now, nevertheless, many of the best lines have been so stabilized and standardized by the experience of the last few years that they are practically new goods. Progress is constantly being made in all popular lines of toys, such as dolls, for example. The walking doll is expected to attract much attention during the coming year, and is being shown in a large variety of styles and prices. The outstanding feature of the American jointed doll is good modelling, strength and proper proportions.

The mechanical toy is another line to show remarkable improvement of late. The range is now so wide as to include practically everything that will be wanted at prices varying from a few cents to many dollars.

German Toys

With regard to the anticipated influx of German-made toys into the Canadian market, much information of interest is given in an article in "Playthings" which considers the situation from an American standpoint, quite in keeping with the views of Canadian buyers.

"There is no doubt whatsoever that a very considerable quantity of German toys reached the American market during 1920. These toys came in strange ways and in many cases the toys were strange and unreal to those who saw them. The toys came, they were seen, and in vast numbers of cases were simply smiled at. It was quite apparent that Germany had given more attention to world conquest than to toy designing since 1913. There was nothing new and the toys were flimsy to an outrageous degree, toys that were smothered in paint until their usefulness was utterly destroyed, mechanical toys whose mechanism failed and whose construction was faulty.

"A record is made of one case where twelve German toys were bought and where reductions had to be made on seven of them because of imperfections. The modern child has progressed far beyond the things that amused children of even half a generation ago. Toys with a meaning, toys with a purpose, toys that have an educational value and that can be used to some real advantage are the things that children want. Dealers will find that it is not the mere question of price which will decide—it is the attitude of the children. In the last analysis it is always the consumer that creates the market. It is not the buyer whose memory goes back to years gone by and whose recollection of a pleasant ocean trip and a congenial sojourn in Nuremburg might tempt him abroad this year.

"The modern boy can become what he chooses; he can be an engineer, a doctor, a mechanic; he can be anything, and the life of the girl is parallel with it. The little foreign child who is born in the household of a carpenter, a bricklayer or a hodcarrier expects to grow up and be a carpenter, bricklayer or a day laborer. His play is confined to those lines as his future seems to be. Perhaps that is the reason why German toys have stood still and American toys have gone forward."

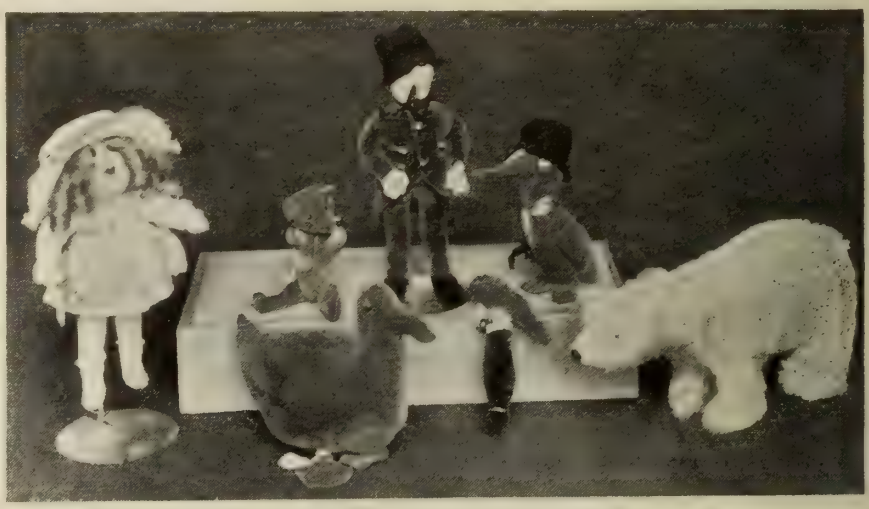
Lower Prices

As regards buying for the coming season, there is undoubtedly a tendency among toy men to look for lower prices and to postpone buying indefinitely in the hope of securing price concessions. A few are working on the principle that if raw materials in general have gone down, toys must inevitably follow suit in the near future. As one expert puts it:

"If the toy buyer will figure out the price of clothing, of shoes, of almost any such article, and then alongside these figures let him place the prices of toys in 1913, 1919 and 1920, it is probable that the result will surprise him, and he will be sure to discover that the prices of toys in the Spring of 1920 did not show as much advance over the 1913 prices as the prices of cotton, wool and leather goods, even at the reduced rates in the last months of 1920, showed over the 1913 prices. In other words, many lines went up with a tremendous bound and came back with a corresponding slump, but, taken right straight through the market, toys showed no such advances and cannot possibly show any corresponding decline."

Here is where the insidious danger of the return of the German toy lurks. Whether or not Germany will succeed, by underselling, in getting back a large share of its outside toy business remains to be seen. Labor is the chief problem confronting the industry in this country, but if this difficulty is overcome and the cost of production is kept at anything like the German level, the toy industries in the countries of the Allies should increase rather than suffer a loss in their business.

It has been found difficult to make dolls with faces at all comparable with those turned out by the Germans before the war. The Japanese, for example,



From Merry England

This group of precocious personalities from Toyland were created in the Old Country by men occupied in the art of making "funnies" for the junior world, and imported by Jas. Ogilvy & Co., Montreal.

manufacture dolls cheaply, but the faces have not been attractive, although some improvement is noticed this year. But British, French, Japanese and Americans are confident that their dolls will soon have faces as pretty as the German product; and it is also contended that their materials are stronger and more satisfactory than those employed in the German factories. The doll industry is so important and so profitable and the demand since the Armistice has so far exceeded the supply that hopes of success are well founded.

It was estimated recently that four-fifths of the toys shown by retailers in the United States during the Christmas season were of American manufacture. It was estimated that more than 1,500 large and small toy factories were operating in the republic and that their total business this year would amount to between $30,000,000 and $50,000,000. In 1914 it was $20,000,000, less than that figure. The American toy factories are consuming 50,000,000 feet of lumber this year and this lumber is the choicest in the market.

Canada's Toy Industry

Canada has made considerable advance compared with pre-war times, in this regard, but the domestic demand is by no means fully met by Canadian factories. There are at present about 15 factories in operation which turn out products whose selling value at the works is estimated at $405,369. But the Dominion required during the past year an additional $1,500,000 worth of toys to supplement the output of Canadian factories. Last year Canada exported $139,052 worth of domestic dolls and toys.

Bookseller and Stationer has interviewed a number of toy department managers this month with a view to ascertaining the prevailing conditions following the Christmas season. In every case the reports were of a favorable nature indicating that sales were quite up to normal despite the grave economy prevailing. One manager reported that the higher priced toys did not sell so readily but the cheaper lines went very quickly during the last week before Christmas. One curious aspect of the pro-Christmas selling was mentioned by this buyer, which threw a new light upon the attitude of the buying public. He stated that little or no Christmas toy buying was done in his store during the daytime but that every night the department was crowded by parents or more particularly fathers in search of the needful articles for the tree or the stocking. In other years, the store "Santa Claus" had his hands decidedly full looking after the youngsters who crowded in to meet him, but this year, the same enthusiasm was not so manifest. And furthermore, when the fathers came to make their purchases there was little evidence of the open-handedness and extravagant buying which formerly characterized other seasons. Instead they candidly informed



the manager that business was poor with them and they were obliged to curtail their Christmas expenditures this season. In this respect most toy sections suffered somewhat, although all kinds of toys are fairly well reduced in quantity.

Another store interviewed stated that educational toys and children's furniture were very slow, and that toy phonographs, so popular in 1919, were a drug on the market this season.

For All Year Round Trade

All the buyers emphasized the fact that it would be greatly to the advantage of all concerned if Canadian manufacturers could adapt themselves to the making of toys all the year round and not confine their efforts to one or two lines, which have only a seasonal appeal. One of the biggest forces to set the Canadian toy industry on its feet is the movement for all the year round toy selling. Hitherto, manufacturers have quoted prices in February for toys deliverable in the following October, or in time for the Christmas season. This has resulted in many cancellations of orders, as in the months ensuing between February and October costs of materials are subject to considerable change.

With all the year round manufacture and sale of toys the industry would be stabilized and expert toy makers and designers would be given employment throughout the year.

One of the first things the Canadian manufacturer has to learn is to finish his toys with the best materials and construction possible. His paint should be of the glossiest and most vivid shades; his wheeled goods should be solidly built to stand the strain of motion; his metal work should be smooth and free from sharp corners. Another minor fault, which nevertheless prejudices buyers in favor of imported goods, is the habit of Canadian makers to leave the bottoms of toy carts, cars, etc., unpainted. This means very little saving in the end but is frequently the factor which makes or spoils a sale of a certain toy. A cleverly designed and strongly built tank model would have been exceedingly popular with parents this season had it been finished underneath. As it was, the majority of shoppers chose an American made toy cart or car because it was enamelled in several bright colors all over and had a surface as smooth as satin.

As all the buyers interviewed agreed, the toy department is the one essential section in every progressive store nowadays. It is the best and only means of bringing into the building the many youngsters who will be the customers of the future. Take the example of the James Ogilvy store in Montreal. Until 1920 the toy section in this busy store was quiet and not as popular during the greater part of the year as it should have been. The general manager decided to move it down to the first floor, incorporate it with the baby's section and close at hand to the kiddies' hair cutting shop, so that everything appertaining to children would be all together. Within twelve months the section has expanded and is now among the largest upon the floor. Each section of the juvenile department has a beneficial effect upon the others and sales in all three have jumped amazingly. An inspection of the several aisles following the installation of the new toy section demonstrates the fact that playthings are an essential and integral part of any store, and the careful arrangement of seasonable goods will keep interest constantly at concert pitch.

It is the intention of this manager to clear out left-over Christmas stock and display wheeled goods and outdoor toys for Easter selling. Later on, in May and June, there will be a delightful showing of seaside and summer play toys including sporting goods, and finally when school opens again and evenings draw in, he will feature all the newest games and educational toys which will lead naturally up to the Christmas season again. Demonstrations of various types of toys are features of this active department, and undoubtedly do much to awaken interest on the part of the youthful customers. Demonstrations tend to create a more informal spirit and establish a closer bond of interest between the children and the sales staff.

WALMER'S CASTLES

The work of disabled ex-soldiers is being given much prominence in many of the shops which feature a wide range of toys. Not only are there hand-made toys from the Old Country convalescent depots, but the products of Canadian ex-service men are also on sale. Most of these toys are wooden and their main quality is originality and novelty. In one instance, the idea of the well-known metal "Meccano" and an Australian method of house construction in the "bush" are combined in the production of a toy which is educative, conducive of mental development, and requires exactitude in its application. Known as "Walmer's Castle," these toys are made by Canadian veterans and featured in the wonderful display at G. A. Holland & Son Co.

NEW HANDBAG

A new handbag for ladies introduced this year is of embossed leather. The embossing is machine done, but so cleverly executed that it can hardly be distinguished from hand-work. This handbag is a large-sized one and the manufacturers expect that it is going to score a real hit.

The Joys of Toys in Paris

French Children and French Parents Like the Children and Parents All Over the World Pay Homage to St. Nicholas—Young Hands Clap in Ecstasy and the Eyes of Their Parents Shine With Happy Memories as Child and Adult, Hand in Hand, Wander Through the Toylands of the French Capital at Holiday Time.

PARIS.—He who has not visited Paris in the Christmas season has lost one of the prettiest sights of the French capital.

December is the month when the streets look their nicest, for it is then that all windows are displayed in their gayest colors to tempt the Christmas shoppers. Days may be short, the sky dull, the rain may pour down, or it may be cold—it does not matter: the windows are luxuriantly lighted and a warm shelter can always be found in the shops.

Nothing could induce me to leave Paris at this time. I derive too much pleasure from such gay sights and too much delight at seeing children happy, especially the poorer ones who are more apt, perhaps, to enjoy the beauties of all the treasures which they cannot really possess.

I therefore have had more than one ramble already in the stores where toys are shown and sold.

Displays Are Gorgeous

Great care is taken in the display of windows of these shops and the rivalry is very keen between them as to who will have the richest show.

They are very successful, as a rule, for any amount of grown-ups as well as young people and children gather in patient crowds in front of these windows. While the former enjoy themselves in a more sedate manner, the youngsters clap their hands or stamp with pleasure, and pass all sorts of remarks. I can quite understand them all: the joy of the little ones reminds me of the far-off days when I was a little girl, always eager to admire the big doll with real hair, that closed its eyes, could speak and walk alone, and be dressed and undressed, or the doll's furniture, the stove in which it was possible to make a real fire, the grocer's shop, and the working basket, with the fine silks, scissors (that never would cut), etc.

Now that my time for such toys is gone forever, I still rejoice in them, and am glad to find every year that children of the present day are just the same as they were in my time.

As to grown-ups enjoying the sight, outside of the pleasure they may derive at hearing the children, they may well admire the taste and skill that were displayed in the making up of these windows.

As a rule, it is a scene of real life which is reproduced with full particulars.

At one of the biggest dry goods stores was represented a Japanese village, with people dressed up in kimonos, walking about, others entering a tea house, others chatting near one of these tiny bridges to be seen in Japan, while small Japanese lanterns were actually lighted by means of electric lamps fit for a doll's house.

Another setting showed one of the seaside resorts at the Riviera. In the background, painted on a big canvas panel, was the blue sea, with the beach and bathing people. Closer was a tennis court with people playing, while others watched the game, chatted or walked about. On a terrace, all surrounded with mimosas, roses, and all the luxuriant flowers of the country, some people were lounging in comfortable armchairs. Every doll was dressed up in the latest style, and every little detail of hats, bags, sunshades, etc., was carefully observed.

The Mail Coach

Still another pretty scene depicts the arrival of the mail coach on a winter evening 200 years ago. The ground is covered with snow, as well as the trees, and the fountain is frozen. The coach lamps are lighted, and the scenery is exactly the same as seen on the pictures of that time. People arriving, greet each other, those that depart are sad, in some instances, or have a last chat full of practical advice (if one is to guess from their looks). A man is trying to climb the ladder to reach the top of the coach, and as he cannot get there, the porter is pushing him behind. Another one vainly tries to get in his dog, that has made up its mind not to stir. This for the travelers. The inn people are busy getting dinner ready. A big fire is blazing in the kitchen; a cook is seen with a chicken in his hand, ready for the frying pan. A washerwoman is busy brushing linen in spite of the cold; a groom tends a horse in the yard, and many other details of a similar nature are carefully observed, even the shape of the feet of the travellers in the snow.

Of course, all of them are dressed in old time costumes, the man with knickerbockers, three cornered hats, and coat tails, the women with pannier gowns, fancy hair dressing, shawls, etc., in the shades then in vogue.

If you can realize all these dolls moving as the people did in those days you will not be surprised to hear that so many people enjoy the sight.

The Village Fair

Somewhere else I saw the fair at the village.

Here, again, a full display of country pleasures is correctly shown. You see first the peasants in their best Sunday clothes entering the church, while the bell ringer exerts himself (and you actually see the movement of the bell and rope). Then, there is the place where cattle are sold; scores of cows, calves, horses, sheep, pigs, etc., are shown and peasants discuss prices exactly as they do in real life. In fact you feel you could follow their conversation.

Then, the Fair itself with the candy shops, circus, swings, wooden horses, merry-go-rounds etc.

The First Christmas

Another shop has two different kinds of window shows: one represents the stable where our Lord was born; He is seen in His cradle, with the Holy Virgin close by Him, and the ass and ox watching. Outside come the Wise Men, the worshippers bringing presents, either on foot, or with loaded camels. It is a very touching sight.

A Practical Demonstration

The other window is a very interesting display of the use of water-falls. The question of coal being most important here, a great deal has been said and done to get hold of this force known here under the name of "Houille Blanche."

Therefore they have wisely thought people would be interested to see how it worked, and they have shown a factory in the mountains, which, by the way, are of a lovely coloring, with the turbines and various electric machines and a real electric train running on rails to show what can be obtained.

The Toys Featured

The halls reserved for toys are always fine. The most beautiful I saw was one where a huge lampshade was hanging from the ceiling with colored lighting, around which were big Japanese lanterns of different shades always lighted, which was exceedingly pretty.

Amongst the toys there are, as usual, the dolls and everything connected with them, and in that line I must say that there is a great tendency towards returning to the rag dolls of olden days.

Dolls' furniture is very rich, and the prices accordingly high.

"Le plaisir le plus delicat est de faire celui d'autrui," says a French writer, and this must be true, for I have always found people look happy when they buy what they intend giving their relatives and friends for Christmas or New Year's Day, which is the Boxing Day here.

Frank Wise Leaving Book Trade

Resigns Presidency of Macmillan's in Canada, Which He Established in 1906—Succeeded by Hugh S. Eayrs.

WITH the resignation which has just taken effect this month in the withdrawal of Frank Wise from the Macmillan Company of Canada, the book trade of this country loses a most valuable member, but it is a satisfaction to know that Toronto is not to lose him as a citizen.

It was in 1906 that Mr. Wise, after having been with the Macmillan Company in New York for ten years, came to Canada and established in Toronto the Macmillan Company of Canada which, from nothing, has grown under his guidance until to-day its annual turnover is in the neighborhood of half a million dollars.

The company owns St. Martin's House, the fine large building at 70 Bond Street, which houses the Macmillan business as well as other concerns occupying offices on the upper floors.

This Canadian branch was organized as a separate company on a cash capital of $20,000 and how Mr. Wise has been able to build up a business of such great proportions in such a comparatively short time is a secret which he will perhaps utilize in the new business which it is understood he is going to enter, an undertaking apart altogether from the book business.

During his fifteen years' connection with this trade in Canada he has given it much valuable service. The Canadian organization of the Macmillans as it exists to-day is alone sufficient evidence of that but it is appropriate to mention his activities as chairman for three years of the publishers' section of the Toronto Board of Trade and especially his work in connection with Canadian copyright, regarding which he is, in many quarters, considered to be the best posted lay authority in the country. On different occasions he served on deputations that went to Ottawa on matters pertaining to copyright and he has frequently been in the forefront of other movements looking toward the betterment of conditions in the Canadian book trade. He has on various occasions addressed the Educational and Library Associations and not the least of his activities have been his numerous vital contributions to the press including the London Times and Chronicle as well as periodicals in the United States and Canada.

His book, "The Empire Day by Day," received enthusiastic press notices throughout the world. Mr. Wise is a Fellow of the Royal Colonial Institute and of the Royal Canadian Institute. He helped to organize the Municipal Research Association and also the Citizens' Research Association of Canada,



FRANK WISE.

a national organization with headquarters at Ottawa. With Mr. Wise as chairman, the Navy League of Canada in 1918 raised $563,000 in a four days' drive in Toronto.

At the solicitation of Earl Grey he organized the Imperial Home Reunion Association which in three years' time brought out 10,000 women and children from Britain to rejoin their husbands and fathers in Canada. This was so financed that it cost neither individuals, municipalities nor the Dominion Government one cent of money and was wound up with a surplus of $700.

All this serves to give some idea of the value of Frank Wise as a Canadian citizen and to accentuate the satisfaction there is in the knowledge that his new field of activity will keep him in Canada.



HUGH S. EAYRS.

Hugh S. Eayrs, who steps into the management of the Macmillan Company of Canada, succeeding Frank Wise, has been with the house since 1917. Previously he had been a member of the MacLean organization as associate editor of "Bookseller and Stationer." Mr. Eayrs' rise with Macmillan's has been a rapid one. At first he was connected with the educational department of Macmillan's in an editorial capacity. Then he went to the selling branch as a travelling salesman, after which he became sales manager, conspicuous success attending his efforts until to-day, upon the resignation of Mr. Wise, he becomes head of the Canadian branch, the extensive business of which is indicated in an appreciative article regarding Mr. Wise and his fifteen years' association with this Canadian house since he established it in 1906.

Mr. Eayrs is also an author of note in fiction and in historical works.

MUSSON'S IN NEW HOME

The Musson Book Company and Hodder & Stoughton, Limited, are now located in their new permanent quarters on the second floor of the Purman Building, 263-267 Adelaide Street W., Toronto.

It is a satisfactory circumstance, as pointed out to "Bookseller and Stationer," by Mr. Appleton, that in spite of the disastrous fire which wiped out the stock at the former warehouse, late in December, shipments in January, were ahead of the same month last year. This was due to the arrival after the fire of the stock of some most important books, such as the new Zane Grey, for instance.

Two new men on the road this year for these associated publishing houses are Ralph T. Musson, who is now in Winnipeg, en route through to the coast, and Norman Knowles, who was a member of the warehouse staff last year.

NEW AND FORTHCOMING

Canada at last appears to be coming into her own from a publication standpoint. Probably there were never so many books by Canadian authors, a considerable number of which were printed in Canada, as was announced last fall. Now comes an announcement from one of the largest publishers, of new Canadian copyright editions of Louisa M. Alcott's works, and also of Molly Elliot Sewell's "Black Beauty," all of these to be printed in Canada, and sold at prices which will readily meet those of the previously imported editions.

And still the search for big sellers by authors who have made previous striking successes goes on. New books are announced for spring, for instance, by W. J. Locke, Archibald Marshall, Marie Corelli, Joseph Hocking, Edison Marshall, Vingie E. Roe, James E. Hendryx and Octavus Roy Cohen.

Get Ready for Religious Book Week

Big Campaign Being Concentrated Upon the Week of March 13th

RELIGIOUS Book Week is scheduled for the week of March 13 and it should be big in results for Canadian booksellers as well as those in the United States, where the idea is the center of a big campaign with propaganda that is spreading to Canada. Some of the Toronto publishing houses are taking it up energetically and have already begun to get enthusiastic co-operation on the part of representative members of the retail book trade.

The Religious Book Week idea has been formulated at the suggestion of United States book trade organizations as a constructive help toward better bookselling and as a movement of special interest to those whose principal activities are in Bibles or religious books. Full success for such a plan would naturally depend on getting full co-operation from the big church organizations, and twenty-one houses have subscribed to the fund of $2,000, which is to put this idea forward. This plan involves a more intensive programme than the Year-Round Bookselling Plan, and like Children's Book Week is to be accomplished by a great deal of publicity, which is to be placed largely in the religious press. The big denominational houses are giving the idea their very special support, and there seems no doubt that a great deal will be accomplished toward the betterment of bookselling in this particular field and that the experience thus gained will be continuously valuable to the trade.

On this subject the Publishers' Weekly points out that in this Religious Book Week the booksellers can depend upon the quick co-operation of well-organized groups, such as the Ministers' Association, local Sunday School Association, Y.M.C.A., etc. This valuable help will be cheerfully offered to any bookseller who will approach this matter in the right way.

The Religious Book Week Committee has found enthusiastic response from the religious press, who are promising to carry special articles and editorials to get before their thousands of readers the importance of good reading in the home. This sort of co-operation will make the displays and publicity in March of much more value than would otherwise be possible.

There is no question that in Canada this special week can be put across with distinct success in promoting sales of all varieties of religious books as well as Bibles, hymnals, prayer books, etc.

For the guidance of booksellers, following is a list of books with which good business can be promoted in Religious Book Week:

"Peake's Commentary on the Bible," edited by A. S. Peake, $3.75. The most remarkably complete and suggestive commentary in one volume in English. Absolutely indispensable to any Bible class teacher, student or preacher.

"The Three Gifts of Life," Nellie M. Smith, $1.25. This book ought to find a place among the "tools" of every wide-awake social worker or minister. It is a winsome approach to the study of sex. Every parent ought to possess it.

"What Think Ye of Christ?" C. E. Raven, $1.50. A very stimulating answer to that age-old, ever-new question.

"Christ in Christian Thought," E. Grubb, $1.25. Notes on the development of the doctrine of Christ.

"Jesus the Master Teacher," H. H. Horne, $2.25. A sympathetic treatment of the Master's methods.

"Jesus' Principles of Living," Kent and Jenks, $1.50. The social ideals of Jesus applied to the practice of to-day.

"Jesus as They Saw Him," J. A. Findlay, $3.75. "The Days of His Flesh," David Smith, $3.50. "The Jesus of History," T. R. Glover, $2.25. Three works which cannot be surpassed for human interest or scholarship.

"A History of the Christian Church," W. Walker, $4.20. Easily ranks first place. Exceedingly readable.

"The Common Creed of Christians," W. P. Merrill, $1.35. A modern and practical interpretation of the Apostles' Creed.

"Divine Personality and Human Life," C. C. J. Webb, $4.00. The Gifford Lectures for 1919.

"The Idea of Atonement in Christian Theology," H. Rashdall, $5.00. Not the last word to be said, but one of the greatest treatments of the subject made up to the present.

"Immortality," Canon Streeter and others, $3.00. "The Spirit," Canon Streeter and others, $3.00. Two books which have created a new epoch in Biblical scholarship. No student can afford to be without them.

"The School in the Modern Church," H. F. Cope, $1.85. The New Church and greater Sunday School efficiency.

"Public Opinion and Theology," Bishop F. McConnell, $2.50. One of the most interesting books of the season. Scientific and historical, and at the same time as interesting as fiction.

"The Bible Doctrine of Society," Ryder Smith, $5.40. The first attempt at a complete study of the Sociology of the Bible.

"The Spread of Christianity in the Modern World," E. C. Moore, $2.50. A survey of Christian Missions since the beginning of the modern era.

"The Beginnings of Christianity," Pati. I. Jackson and Lake, $6.00. A study in the Book of Acts. The backgrounds of Christianity.

"The Landmarks of Christianity," K. Lake, $2.85. The Haskell Lectures. Exceedingly readable and very provocative.

"A Bunch of Everlastings," F. W. Boreham, $2.00. Master-texts in the lives of twenty-three master men.

"What is the Christian View of Work and Wealth," $1.25. "How Jesus Met Life Questions," H. S. Elliott, $1.25. Essential for Christian Study groups.

"The Meaning of Service," H. E. Fosdick, $1.50. Will be one of the most popular books of the year.

"The Revelation of John," A. S. Peake, $2.00. The Hartley Lectures. Excellent.

"Revelation," R. H. Charles, $10.00. In the International Critical Commentary. The very best on the subject.

"Satanism and the World Order," G. Murray, 90 cents. This has aroused a great deal of interest.

"The Parables of the Kingdom," H. B. Swete, $2.25. Quite the best for the New Testament scholar.

"The Doctrine of the Church and Christian Reunion," A. C. Headlam, $3.50. Brampton Lectures, 1920.

"The Religious Consciousness," J. B. Pratt, $4.50. A description of religious consciousness.

"The Power of Prayer," W. P. Patterson, $4.50. A remarkable symposium prepared from the Walker Trust Essays.

"Progressive Religious Thought in America," J. W. Buckham, $2.50. The contribution of seven leaders to theological evolution.

"Ambassadors of God," S. P. Cadman, $4.00. A practical and inspirational guide for preachers.

"The Mind of the Early Converts," C. N. Moody, $4.50. An interesting period of Church History told biographically.

"Mind Energy," Henri Bergson, $3.75. An eloquent apologia for the ascendency of the soul.

The announcement of a new Harold Bell Wright book for publication in August should give a good many booksellers the idea of keeping their summer business up to the peak. "Helen of the Old House," the rather significant title of the new book, gives some inkling of its theme, which the author announces is to present somewhat as Dickens and George Eliot did in their time, the evils of the day, with a view to provoking a remedy. The author is said to have spent the greater part of three or four years' time on this volume, in an attempt to make it one of the most strongly appealing of his books.

Exhibition For Buyers

ADOPTING a suggestion offered by Mr. Nelles, of Guelph, a representative of Bookseller and Stationer approached different wholesale houses in Toronto on the advisability of conducting an exhibition of goods for holiday trade for the benefit of visiting buyers. On a small scale it would serve a similar purpose to that of the British Industries Fair and such events across the border as the annual Toy Shows in New York and Chicago and the Chicago Book Fair. But for Toronto, for the present at least, the idea is to have each of the firms hold their exhibitions separate from each other, either at the individual warehouses or in hotel sample rooms. The main object is to have these conducted at the same time so that the buying from the different firms could be done on the occasion of one visit to Toronto. The dates at first suggested were from the first of March to the last of April, but the majority of the wholesalers seemed to feel that that was rather too long, most of them being in favor of the time running from the middle of March to the middle of April.

Although all the houses did not fall in with the plan, some of them did, and buyers will find a number of these displays being conducted by Toronto wholesale houses between the dates mentioned.

This is a good start and it is safe to assume that it will grow to greater proportions next year and become an annual spring merchandise show that will be a boon to buyers.

Merchants would do well to write to the wholesale houses, letting them know well ahead of time just when they expect to be in Toronto. Then the wholesalers can make the necessary arrangements to give the best possible service to each visiting buyer.

The Travelling Salesman

An Appreciation.

(Reprinted from "Saturday Evening Post")

WHEN I was a boy the traveling man seemed a personage no less important than a visiting prince. When he came to our town with his trunks and cases the loafers about the depot followed him to the general store to share in his distribution of cigars and listen to his large talk of distant places. I cannot remember whether his city clothes or sauve superiority inspired the greater awe. He had a great fund of new stories and joined heartily in the laughter they provoked. Arguments that had been left hanging in the air against the day of his arrival were settled for all time by his decision, and his opinions concerning political matters were accepted as the words of an oracle. When he had finished his business a guard of honor accompanied him to the train and he always waited for the last coach and swung on as a young brakeman does.

Salesmanship is no longer the happy-go-lucky matter it was. The modern salesman is an expert, a student, a psychologist. His mission is to sell goods, but he accomplishes his purpose by rendering service. He is a counsellor and friend. A post card will bring him from a distant city and, once arrived, he will study a shop or store, take it apart to find the rusty cogs, readjust it to fit a modern plan, and be done with an order for the machines or devices or goods his house has for sale. He is the handmaiden of efficiency, an apostle of pep, bringing light into dark places and spreading the gospel of progress.

Now the salesman keeps fit. He needs a level head. He is a responsible citizen, and his place on the payroll depends upon sound judgment and an unblemished character. He is, oftentimes, the ambassador of a great institution, dignified by the reputation of a firm that counts honor its chief asset.

Traveling men are good citizens. Few men in other occupations are so well qualified for self-government. The traveling man knows his country. He understands its needs, its virtues, its faults. He meets many men with many ideas, reads much, debates much, and from the random grist that comes to his mill makes for himself a standard of citizenship and a conception of good government that are without bias or prejudice or the narrowness that is the penalty of restricted horizons.

A government by traveling men would be a sensible government, without waste, delay, subterfuge, or petty bickerings. America loses much because so many of her best citizens are so frequently disfranchised by their occupation.

A REAL SALESMAN IS—

One who has a steady eye, a steady nerve, a steady tongue, and steady habits.

One who understands men and who can make himself understood by men.

One who turns up with a smile and still smiles if he is turned down.

One who strives to out-think the buyer rather than to out-talk him.

One who knows that he is looking out for his own interests by looking out for his customer's interest.

One who wins respect by being respectable and respectful.

One who can be courteous in the face of discourtesy.

One who has self-confidence but does not show it.

One who is loved by his fellow-men.

Aiming at a Welfare Fund to Protect the Merchant

It was decided at the Retailers' Vancouver Convention last summer that the time had arrived when, in the interests of the retail merchants of Canada, greater assistance was required to fight some of the battles of the R. M. A. To cite one instance: During the fight over the Board of Commerce it required the sum of $1,000 to have the case of the retailers prepared and presented. The decision to go ahead with the case had to be made in a hurry, and had to be made without seeing the money actually in sight. There have been many similar instances in the history of the R. M. A. during the last twenty-five years. Irreparable harm might be done to the cause of retail merchants throughout the country if provision is not made to have legislation watched very carefully and all the interests of the R. M. A. safeguarded. It is beyond the present power of the executive officers to do this work with the money at their disposal; the membership fee is not yet sufficient to cover necessary and advisable expenditures.

Consequently, a Welfare Fund is being solicited from merchants all over Canada. Committees are being, or have been, appointed in the several provinces and in several of the large cities whose business it is to canvass the retail trade. There is nothing obligatory about helping with this fund, but the officers of the association, both Dominion and Provincial, all feel that it will commend itself to the judgment and the generosity of the retail merchants of Canada.

THE COMPENSATION ACT

For the benefit of the commercial travelers of the province, E. E. Starr, auditor of the Compensation Board, explained the operations of the Workmen's Compensation Act before the recent annual meeting of the Commercial Travelers' Association, and pointed out that, while the travelers who represent the manufacturers directly, come under the Act, those who represent wholesale and retail houses are not included. This immediately aroused the attention of the convention, as the feeling of the body of travelers was that all of them should be classed alike, and that Regulation 43, which excluded wholesale and retail establishments, should be struck out. Mr. Starr fancied that the organization could overcome this discrimination if they would take the matter before the Compensation Board, and it is expected that the officials of the association will now take some action along this line. Even this regulation, which admits the representatives of manufacturing concerns to the benefits of the Act, is comparatively new, as it was not inserted until January of 1920, and Mr. Starr felt that few of the travelers realize that such a regulation is in existence.

In explaining the general operation of the Compensation Act, Mr. Starr showed how the average wage of those compensated has increased from $13.20 a week in 1915 to $24.80 in 1919, and that the amount of money paid out to the injured has been steadily increasing. In 1918 there were 48,849 accidents, with 440 deaths, and with a total of $3,900,000 paid to the injured or to the dependents of those killed. In 1919 there were 44,260 accidents, 427 deaths, and payments of $4,200,000. Mr. Starr expected that the amount paid out in 1920 would be much greater, owing to the advanced percentage of wage which the injured men receive, following the amendment at the last session of the Legislature, which raised the allowance to two-thirds of the man's wage.

NOW WITH A. O. HURST

Alex. Gemmel, formerly with Gundy, Clapperton & Co., has joined the selling staff of A. O. Hurst, manufacturers' agent, and will go on the road with the leather goods line of the Anglo-American Trading Co., Ltd., of Bishopsgate, London, England, who have appointed A. O. Hurst as their representative for Canada. This line includes a complete range of solid and fancy leather goods of their own manufacture.

DOLLS AS SCREENS

The Nippon Novelty Co., of New York, has introduced some distinctively new dolls, which are useful as screen for telephones and for boudoir night lights. Of the latter there are twelve styles, supplied with or without dresses or electric attachments. They have also a goodly array of new dolls of the pincushion variety.

COMING TO CANADA

C. A. Warner has been appointed Canadian traveling representative by the White & Wyckoff Mfg. Co., of Holyoke, Mass., for their line of social stationery.

With eight years' experience in the manufacturing end of the stationery business, followed by six years' varied selling experience, Mr. Warner is particularly well fitted to serve the interests of Canadian dealers.

This move is consequent upon this firm's intention to develop the Canadian territory more aggressively than ever and also on account of the increasing demand on the firm's service occasioned by the expansion in Canadian busiess.

It is satisfactory to record such evidences of closer relations with the retail stationers.



C. A. WARNER

Who has been appointed to cover Canada for the White & Wyckoff Mfg. Co.'s line.

Mr. Warner came to Toronto for the week of February 1, stopping at the Queen's Hotel, where he showed a representative of Bookseller and Stationer some of the novelties introduced in the year's line, notable among which were some meritorious sales helps, including stands for counter and window displays of boxed stationery, enabling the dealer to work out different display ideas of an effective nature. Another is a three-panel screen for window use. Lithographed in eight striking colors, blue predominating, this screen display combines the advantages of a panel and column as it can be used as a single column display as well as spread out in the regulation screen form.

Another is a pyramid display stand which will serve as a splendid centerpiece and at the same time as an effective setting for any staple size box—open or closed — that the dealer may want to stand out prominently in his window displays or in other places in the store.

REPRESENTS KEATING CO.

James H. Walker, manufacturers' agent, Toronto, has been appointed Canadian selling representative for the Keating Company, of Philadelphia, extensive publishers of greeting cards. Mr. Walker, after an extended illness which kept him confined to his home during the greater part of last year, is again actively engaged in promoting business with the several lines he represents and will travel throughout Canada, leaving shortly on a journey through to the coast.

SPEEDY WORK FOLLOWS FIRE

Although the fire that recently played havoc at the plant of the Dominion Blank Book Company, Berthierville, Que., naturally handicapped production, it is a tribute to the enterprise of the men in charge there that within nineteen days after the date of the fire sufficient machinery had been installed to begin manufacturing of the various loose-leaf lines of covers for ring-books, ledgers and transfer binders. The manufacture of the fillers is also proceeding and it is hoped to begin deliveries of these before the end of this month.

ENVELOPE MACHINERY

Among the firms exhibiting at the British Industries Fair, of which particulars were set forth in the last issue, is that of Peter Carmichael & Co., Ltd., of Camberwell, London, England, manufacturers of envelope making machines.

An elaborately illustrated catalogue, giving full page plates showing these machines in operation and also complete views of individual machines as well as sectional views showing details of their construction, together with text descriptions, has just come from this concern.

NEW AUTOMATIC PENCIL

Another new automatic pencil is one brought out by the Conklin Pen Mfg. Co., of Toledo.

The pencil carries 24½ inches of lead, divided among seven leads each 3½ inches long. The total writing service is said to be 340,256 words. Each lead is carried in a separate chamber to avoid breakage—six leads in the reservoir and one in the writing chamber. Additional lead packages containing six leads, each 3½ inches long, are furnished for replacement. The Conklin uses down to the last 1-16 inch of the lead.

A NEW USE FOR LOCOMOTIVE CAB

The foreman of the car department of the Roanoke, Va., shops, of the Norfolk & Western Ry., Mr. J. D. Mayo, has struck a happy idea, and has appropriated a discarded locomotive cab for an office. The cab stands at one end of the shop and is fitted with a desk, filing cases and chairs. It has an inside measurement of nearly ten feet square so that it is commodious and comfortable. This is a case of making the most of the things we happen to have, instead of waiting for all we would like to get.

Eastern Ontario R.M.A. Convention

About Two Hundred Delegates Present—Sir Henry Drayton Addresses Delegates at Banquet —Strong Plea for Greater Organization by President Henry Watters of Ottawa. —Dominion Secretary E. M. Trowern Refers to the Commencement of the R. M. A. Movement 25 Years Ago.

By Special Correspondent of Bookseller and Stationer

UPWARDS of two hundred delegates attended the third annual convention of the Eastern Ontario and Ottawa District section of the Retail Merchants' Association of Canada held at Victoria Hall, Brockville, on January 11th and 12th. Many important questions bearing on the retail trade were dealt with, including a discussion on the form of taxation likely to succeed the abolition of the luxury tax. The convention unanimously endorsed the proposal of the Dominion Board that whatever tax is decided upon it should be imposed either at the point of importation or manufacture and that it be absorbed in the cost of goods quoted to the retailer and so collected as all other revenue is. The convention endorsed daylight saving, condemned false advertising and took steps to prosecute those who violate this law and set in motion machinery to prevent manufacturers' sales in retail stores:

Address By Finance Minister

A feature of the convention was the address by the Minister of Finance, Sir Henry Drayton. Sir Henry courageously defended the luxury tax as a necessary measure to curb reckless extravagance and the purchase of luxuries and thanked the retail merchants of Canada for the inconvenience they had suffered in helping to lower the cost of living. Justifying the tax, Sir Henry pointed out that the index figure of commodity costs had dropped from 263 in May of 1920 to 234 in October. Having accomplished this, the tax was abolished. The Minister of Finance made a strong appeal for the discontinuance of unnecessary purchases in the United States so that the very unfavorable trade balance could be righted; and the convention subsequently went on record as favoring purchases more exclusively of Canadian or British goods.

The Opening Session

Mayor J. M. Dobbie, of Brockville, extended a hearty welcome to the delegates. In doing so, he referred to their growing strength as a factor in the business and political life of Canada and issued a timely warning that only by concerted, rather than independent action could they hope to accomplish their legitimate purposes.

Robert Craig, president of the Brockville Retail Merchants' Association, also extended a welcome and on behalf of the local Commercial Travellers' Association invited the attending delegates to make free use of their quarters while in the city.

Major Paterson, one of the oldest members of the R. M. A., in speaking of the work of the organization, expressed the opinion that the retail merchants of Canada as an organized body had a great future ahead of them. Only by a combined effort, by putting their shoulder to the wheel, could they get their just due. Their organization was only in its infancy. Members were gradually realizing its importance and were soliciting their brother merchants to become members, knowing that if every merchant in Canada were a member the association would wield a much greater power than it does. Every member would now admit that he was receiving much greater benefit through the association than was represented by the fee he paid.

Secretary E. M. Trowern, of the Dominion Board, said the R. M. A. had been started 25 years ago the coming November by five people. Today 87 people were giving their entire time to this work from the Atlantic to the Pacific. On a moment's notice they could now get in intimate touch with every province in the Dominion. Retail merchants were the largest tax payers of any class in Canada and, when properly organized, should be able to say to any provincial or federal government that a problem affecting their business should be settled either this or that way. Where would retailers have been today if they had not been able to say to the government that the luxury tax should be abolished? It had been abolished and other things detrimental to the retail trade must also be abolished.

President Watters' Address

President Henry Watters, of Ottawa, who presided throughout, addressed the convention briefly before it began its deliberations. The president said that the men they needed at the convention were not present, men who had made a success of their own business and did not feel the need of the association's assistance. Perhaps this might be said equally of men who had worked in the interests of the association for a quarter of a century. In the last analysis, each man must stand or fall by those qualities of head and heart with which he was endowed. All men, however, were not endowed with a high sense of rectitude and honor that they should have, and were not alive to spotting bad conditions of business or discovering obstacles in the way of successful merchandising. Members of the association were merchants who had discovered such obstacles and as thoughtful men were participating in the work of the organization.

Ontario President Speaks

Much more could be accomplished, said the president, if all merchants were members of the association. They could then be a greater factor in the molding of public opinion. Retail merchants should be the best organized body that could be had for the betterment of trade and trade conditions. He had no objections to Boards of Trade to look after local matters where there was no organized body of retail merchants. But he felt after many years of study that no body of men that does not represent in large numbers the activities of the retail merchants can accomplish those special objects which the retail merchants have in view. No one line of business could accomplish benefits for the whole retail trade; he had discovered this during the fight against the luxury tax, which was a problem for so many lines of trade. Their best interests as retail distributors could only be accomplished by such an organization as the Retail Merchants' Association covering the whole of Canada.

B. W. Ziemann, the Ontario president, referred to the great work which the association had to perform. As yet only a handful of the men in active business were organized. The real profiteers among merchants were those who were receiving all the benefits that had been worked out by the association but who were giving nothing or doing nothing to help its work and workers. It was not altogether their money that was needed but their influence on the commercial life of Canada if alive to the interests of the community at large. Men should be in business for the benefit of the service they can give to their fellow men, and so should do all they can to help their fellow men rather than give their whole time to the accumulating of a little money.

In the hour of fellowship music will blend your spirit with others in unity and understanding.

In the hour of rest music will uplift in the strength and energy which music has given you.

Government Asks Retailers Support

Minister of Finance Shows Merchants How Luxury Tax Curtailed Buying of Luxuries—Extends Thanks for Retailers' Assistance—Costs brought down Largely Through Retailers' Efforts—Ask Tax on Source of Manufacture

SIR Henry Drayton, Canada's Minister of Finance, did not hesitate to tell two hundred and fifty delegates to the Eastern Ontario and Ottawa District convention of retail merchants at a banqquet in Brockville, Ont., why he had put on the Luxury Tax, why he had taken it off, and what was the great remedy for the unfavorable trade balance against Canada and the disastrous exchange rate. Frankly, he told the assembled delegates that the Luxury Tax had been imposed to cut down useless extravagance and over-indulgence in luxuries; and as a justification of the tax he pointed out that the index figure for the cost of commodities in May of 1920 was 263 while in October it had dropped to 234. Sir Henry admitted the inconvenience to which the retail trade had been put in Canada, and proceeded to thank them on behalf of the Cabinet for suffering this inconvenience in the cause of lowering the cost of living.

Abolition of Luxury Tax

Refering to the unfavorable trade balance as between Canada and the United States, the Finance Minister again appealed to the retail merchants to help adjust this condition by discontinuing the purchase of unnecessary articles across the line. If goods could not be bought in Canada he urged that the money be spent in the Motherland, "for that which helps England helps Canada." The convention subsequently endorsed a resolution to this purpose.

The Minister of Finance, in his opening remarks, referred to the work of the tariff investigating board that had gone up and down the country, gathering all sorts of information with regard to business conditions the country over. After conducting this investigation, Sir Henry said, he felt that he had done the right thing in abolishing the Luxury Tax.

"We are a funny people," said Sir Henry, "but we are funny only because human nature is a funny and complex thing. I think, perhaps, that the Canadian people are the most sane of any people. After what Canada and Canadians have done during the Great War, we, perhaps, have the right to talk loud. Following the armistice, we began to talk about what should be done to cut down the cost of living. Such are the strange contradictions of human nature that, in spite of rising costs, we were all more or less happy, more than less, I think. Business was buoyant in the circle of ascending costs, wages were high. We grumbled in quiet tones but we were happy just the same.

All Buy on Rising Market

"Another strange contradiction of human nature is that we all buy on a rising market but on a dropping market we all stop buying and wait until it has altogether dropped before we buy anything. The index number of commodity costs in January of last year was 249.7 which was about the same as it was in 1918. In February it was 253.50; in March 257.50; in April 260.50 and in May 263.1. In May of 1920 it had reached this apex and it was time something was done and something was done. It was time that the people of Canada were made to understand that expensive and luxurious purchasing was all right so long as they were contributing not only to their own gratifications and desires but to the upkeep of the country as well.

NEW LIGHT ON THE SUBJECT

Many retail merchants were inclined to regard the removal of the luxury tax as an admission of weakness and bad judgment on the part of the Government. Sir Henry Drayton always claimed however, that the tax had served its purpose. He points out in this article how the index figure of commodity costs gradually dropped from 263.1 in May to 234 in October when the tax was removed, thus indicating that the tax helped to curtail purchases of luxuries.

So we had the Luxury Tax. In October this index figure of commodity costs had dropped to 234 and you, gentlemen, particularly you merchants, know that the cost has dropped even lower since then. Luxurious and extravagant buying stopped, business was falling off, notwithstanding the falling off of prices, and the Luxury Tax was abolished.

"What can become of an economic situation on a basis unjustifiable and which cannot be supported on a basis of values or on what should be the common family budget? This question is more than national. If we have a stretching and multiplication of costs there is a grave danger to civilization itself, of the economic basis becoming absolutely in danger, if not altogether shattered."

Costs of Civilized Government

The Minister of Finance then went on to deal with the costs of civilized government in the different countries of the world. In comparison with pre-war days, the cost of government in Belgium had increased 993 per cent; in France 827 per cent.; in Australia, 61 per cent.; in the Motherland, 500 per cent; and in Canada 272 per cent. Dealing with neutrals, Sir Henry said that in Switzerland this cost had gone up 474 per cent; in Norway, 356 per cent; in Holland 207 per cent.; in Denmark 171 per cent.; and in Germany 1,488 per cent. Some people might say that this question of money values might be the amount of the paper inflation; but some of the countries affected, some of the neutrals who have more gold than they ever had in their lives before, were not affected by the gold standards but by the rise of commodity values in the world. If the weight of Canada's obligations could be contracted to represent pre-war values, the cost of government would have increased only about 54 per cent.

"The retail merchants of Canada," said Sir Henry, "have seen the costs coming down in this country, they have been working in that connection and in that direction against their own immediate interests, but not so in the long run. It would be a fine thing if we could get all costs of all countries down to this level. The costs in Canada have been largely brought down through your efforts and if I might go so far, I would like on behalf of the Cabinet and on behalf of the country to thank you for the inconvenience and trouble you have had to put up with."

Sir Henry went on to ask if the retail merchants might do something further toward helping the economic conditions in Canada. He said that the West was particularly sensitive about the question of apples and felt that they were paying too much for Canadian apples. A box of apples in Winnipeg, including heating and service on the railways, sold to the retailer for $2.73. The complainant in the case said that one box held 160 apples. At that rate, Jonathans would cost about 1.07 cents each, say, 1¾ cents. They sold to the consumer for 5 cents or even, in some cases, at 3 for 25 cents. "Something came in between that box of apples delivered in Winnipeg at 1¾ cents each and their selling price at 3 for 25 cents. You gentlemen know about that—I don't. The only first-

hand information I have is that one thing complained about was that the duty on apples would add to the cost of those 3 apples for 25 cents about three-fifths of a cent because, taking the same figure, a 30 per cent. duty would work out less than one-third of a cent an apple."

Sir Henry thought it would be a splendid thing if he could further enlist the help of the retail merchants of Canada an enlistment, he pointed out, that would receive no more money for its service than the collection of the Luxury Tax did. Exports for the last fiscal year exceeded those of the previous year by two and a half millions, a thing not lightly to be regarded when exporters were faced with the great difficulty of discount on sterling. However, the interest in national buying was as great as in national selling.

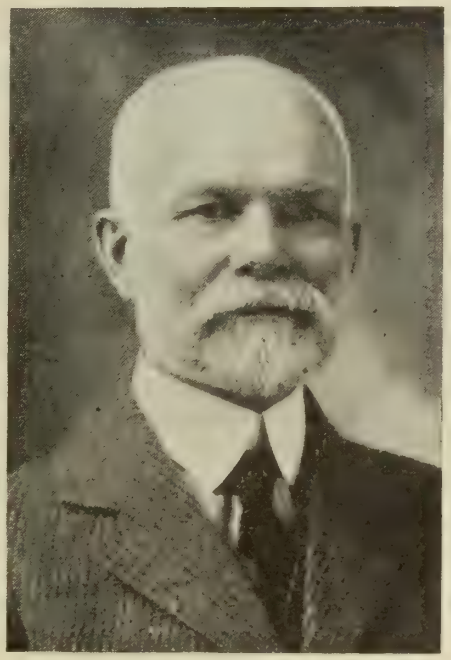
"You cannot go on buying more than you sell unless you borrow enough to cover the margin of your extravagance," said the Finance Minister. "In a young country during its period of development, we must buy more than we sell and for many years we had an adverse trade balance. But at the present time, money cannot be borrowed in England without a loss of from 18 to 25 per cent. We could borrow in the United States, but if we borrowed in a country where the trade balance is against us, we merely face a further declination of currency and add to the load which we already carry. While we are ahead in exports by two and a half millions, we are in quite the reverse position with regard to buying. The net purchases during the last eight months have increased 281 millions; in other words, we purchased out of Canada 44 per cent. more than we did a year ago. There was a sad increase in our unfavorable trade balance with the United States of some 230 millions. As retail merchants, you can do much to correct these figures; you can do much educational work."

Sir Henry then went on to point to some extravagances in fruits and vegetables purchased in the United States by Canada, one of the best fruit and vegetable growing countries in the world. Agricultural and vegetable products, mainly food, increased by 23 millions over the last year, or 23 per cent. increase. Were not a lot of these things entirely unnecessary? In 1918, Canada imported three millions worth of fresh vegetables; $733,000 worth of tomatoes; $766,000 worth of onions, and $12,000,000 worth of other vegetables. Last year Canada imported $14,000,000 worth of fresh fruit and this is one of the best fruit growing countries in the world. In textiles the increase in eight months was some 66 per cent. over the previous year; in hats and caps alone, it amounted to $1,240,000.

"Gentlemen, do you like the depreciated dollar," asked the Finance Minister. "If you do, just let us go on as we are doing. If you want to see the Canadian dollar righted, you must see to it that instead of seeing it attenuated across the line, it shall stay at home and make another Canadian dollar. If you cannot make or buy your goods here, go to the London market and buy there, for anything that helps England helps Canada and the Empire. This matter of exchange is costing us millions of dollars.

"As we go on, these questions are getting more and more questions of the people. It is only the people who can put things right and put a big thing through; it is not the government. It would have been impossible for Canada to have carried on the war had it not been the nearest to the heart of every Canadian home. Financing is not a thing for the government to do; during the war and now it is a thing of the people, for the people and by the people. In order that these things may be done Canada requires and demands the same support and enthusiasm of the war years. The work and burden of the war strain is past, but the people must see that Canada goes on."

Elected President Eastern Ontario District R. M. A.



HENRY WATTERS, Ottawa, Ont.,

who was honored by the Retailers of Eastern Ontario and Ottawa District in Convention last week in Brockville by re-election to the Presidency of the district branch and with an honorary life membership in the Association. The other officers follow:

1st Vice-President—A. Goulet, Bourget.
2nd Vice-President — Robert Craig, Brockville.
Treasurer—T. W. Collins, Ottawa.
Auditor—Alex. Phillips, Ottawa.
Secretary—J. C. Campbell, Ottawa.

Believes in Organization

The Minister of Customs and Inland Revenue, Hon. R. W. Wigmore, spoke for a few minutes. He said that the abolition of the Luxury Tax was largely due to the representations that had been made to the government through the offices of the Retail Merchants' Association. He was a great believer in organization. He advised the retail merchants to keep in close touch with the government with regard to questions that interested them. They should come to the government with a concrete proposition when they would receive a respectful hearing and their views would receive careful consideration.

Henry W. Watters, of the Standard Drug Company of Ottawa, who presided at the banquet, took occasion in the first place to advise all the ladies of Brockville to do their trading at home. By doing so they help their husbands, sons and brothers to discharge their proper duties as citizens to their municipality and not move to other places. It was better to do this, he said, than to spend their money in Ottawa, Toronto or Montreal.

Speaking of the form of taxation that would probably succeed the Luxury Tax, Mr. Watters pointed out very emphatically that the retail merchants were not averse to paying their share of the war debt and doing their share of the work. But until Canadians were courageous enough to accept a measure of direct taxation, he said that retail merchants favored a system of taxation which was absorbed at the source of import or manufacture. "We want the business of this country conducted in the most convenient, comfortable and satisfactory way for both the retailer and the customer," said Mr. Watters.

A. C. Hardy, of Brockville, in proposing the toast to the government of Canada created a good deal of amusement when he said: "It gives me great pleasure to propose a toast to the government of Canada for, God knows, we need it."

FURTHER E. K. MEANS

Few third volumes found a better welcome than did "Further E. K. Means," issued in February by Putnam's. These inimitable stories of Louisiana darkies are mighty good stuff and the "Reven" Vinegar Otts, Figure Bush, Skeeter Butts, and the rest of them, appear in all three books in all their dusky glory. All three volumes are so good that it is hard to draw comparisons as to their relative merit. Suffice it to say that here is another book of the sort that booksellers may safely recommend to customers who want humorous books that are really worthy of the term.

From Stewart & Kidd, of Cincinnati, come two new one-act plays in "Hearts to Mend." Perriot, a maker of songs, finds marriage has dulled his artistic soul. But a merry old Tinker mends his kitchen tins and his matrimonial venture as well. It is a tender little fantasy, light enough to amuse the average audience, yet possessing sufficient heart interest to promise real pleasure as well as amusement.

Many Important Matters Covered by Retailers in Resolutions Passed at Convention of Eastern Ontario and Ottawa District

That it is the opinion of the meeting that any proposal that may be made to place a tax on the sales of the retail merchants would be very injurious to us as a class and we recommend that vigorous opposition be made through the Dominion Boards.

Buying in the Empire

This meeting desires to further a recommendation to the Provincial Board and on to the Dominion Board urging our membership to buy as many Canadian or British goods at the present time to conserve our capital and help exchange rates.

Whereas the attention of this association has been called to the ever-increasing practice of certain manufacturers conducting sales in retail stores, and inasmuch as most of these houses sell to the retail trade, be it resolved that any member knowing of those conditions report the same to the district secretary with a view to having the Canadian Manufacturers' Association take action thereon and to having the same immediately discontinued.

Selling Direct

That we, as retail merchants, protest as unfair, the practice of some manufacturers and wholesalers in selling direct to the consumers while soliciting the business of retail merchants, and that we place ourselves on record as of the opinion that such a practice is opposed to our interests, and that we will favor any comprehensive plan of action that may be decided upon by our executive as a means of putting an end to this unbusinesslike custom.

Moved by Mr. Taber, Carleton Place; seconded by Geo. Wright, Brockville.

Collection of Small Debts

That this district convention place itself on record as approving the proposed action of the Ontario Provincial Board to apply to the Provincial Government for an amendment to the Division Court Act, whereby small debts can be collected more cheaply than under the existing system, and, further,

That this district convention pledges itself to do all in its power to assist in the procuring of such an amendment.

Moved by D. Bell, Ottawa; seconded by B. T. Crabtree, Ottawa.

Trading Stamps

Whereas this association has already taken the ground that vigorous action should be incepted against all violators of the Trading Stamp Act or False Advertising Act, or any other similar Act, secured through the efforts of this association for the protection of the retail trade, and whereas we believe all such prosecutions should be undertaken by the Dominion Board, under the direction of special committees appointed by the Executive of the Provincial Board, therefore, we recommend the Dominion Board to request the Dominion Government to have an official appointed whose duty it shall be to prosecute persons who falsely advertise any article, similar to the inspector appointed to prosecute persons who violate the gold and silver marking act.

Moved by B. G. Crabtree, Ottawa; seconded by A. E. Kelly, Ottawa.

Workmen's Compensation Act

Whereas it has been reported that it is the purpose of the Provincial Government of Ontario to bring the retail trade under the scope of the Workmen's Compensation Act, and,

Whereas such an action would impose an unnecessary burden upon retail merchants, therefore, it is resolved that we ask the executive officers of the Ontario Provincial Board of our association to oppose any such attempt upon the part of the Provincial Government of Ontario.

Moved by D. Bell, Ottawa; seconded by T. Bowman, Ottawa.

Discrimination in Price

Whereas legitimate retail merchants are the largest buyers of certain lines of trade marked goods and as such contribute most largely to the profit of manufacturers, and,

Whereas some manufacturers give special prices to dealers who make it a practice to advertise certain lines of goods at a lower price than that at which said goods can be purchased by the legitimate retail trade,

Therefore, we place ourselves on record as opposed to such a practice on the part of manufacturers, and that we accordingly call upon them to discontinue such practice or as an alternative to adopt the price contract or re-selling plan, whereby unscrupulous price-cutters cannot use staple lines for the purpose of deceiving the public.

Moved by A. C. Kennedy, Ottawa; seconded by Geo. Stoate, Ottawa.

Re False Advertising

Whereas the Dominion Board of the Retail Merchants' Association of Canada has secured legislation to prohibit false advertising of goods, and whereas this district convention of the Retail Merchants' Association is strongly in favor of such legislation,

That the members of this district be requested to forward to the district secretary, or to the secretary of the Ontario Provincial Board of this association, any advertising matter in which they find goods misrepresented, and further,

That as in cases of prosecution for violation of the False Advertising Act, no provision is made for accepting the written report of the analyst who may be called upon to analyse such goods, but that official must appear in court personally and give evidence, we recommend the executive to take action which will permit the written sworn statement of the analyst to be accepted as evidence in court.

Moved by E. K. Tallman, Merrickville; seconded by W. W. Adams, Newbury.

Re Business Tax

Whereas for the purposes of the Business Tax, the premises, lands and buildings occupied by retail merchants are now assessed at a valuation of twenty-five per cent., and,

Whereas this convention is of the opinion that the valuation at present in force is excessive, be it resolved that we endorse and approve the action of the Provincial Board of the Retail Merchants' Association of Canada, in endeavouring to have the valuation reduced to ten per cent. and we pledge ourselves to give every assistance to the executive of the Provincial Board in this undertaking.

Moved by T. Bowman, Ottawa; seconded by Mr. McArthur.

Re Welfare Fund

Whereas the Dominion Board of this association, at its last convention in the city of Vancouver, had under careful consideration the matter of extension and development of the work of this association, and,

Whereas for that purpose it was deemed advisable to secure a special fund of $100,000, to be known as the "Special Welfare and Organization Fund," be it therefore resolved that this district convention of the Retail Merchants' Association of Canada, Eastern Ontario and Ottawa District, do heartily approve this proposal and that we officially commend the fund to the kind consideration and support of our members.

Moved by Mr. Patterson, Brockville; seconded by Mr. Collins.

Credit Reporting

Whereas our association has inaugurated a Credit Report Department which has already been found of great service to our members, it is resolved that this convention endorse the Credit Reporting Department of our association and strongly urge our members to make all possible use of it.

Moved by Mr. Grace; seconded by T. Bowman, Ottawa.

Re Express Rates

That in view of the fact that the members of our association residing in districts outside of the zones in which the express companies make delivery of parcels are handicapped by such lack of facilities, it is resolved that the incoming executive be requested to take this matter up and so deal with it as to secure for those members an improvement in present conditions.

Moved by Mr. McArthur; seconded by Mr. Abdullah.

Daylight Saving

Whereas resolutions have been adopted at the conventions of the Provincial Boards of our association, favouring the adoption of a daylight saving measure, it is resolved that this convention is of the opinion that any daylight saving measure, to be properly effective and avoid confusion, should be Dominion-wide and, further,

That the executive officers of this district be requested to submit a copy of this resolution to the Dominion Board for submission to the Right Honourable Arthur Meighen, Prime Minister of Canada, and the members of the Dominion Government, with the suggestion that if such Dominion measure is passed, it come into effect on April first and continue until September fifteenth, in each year.

Moved by Mr. Wright; seconded by D. Bell, Ottawa.

Re Sale "2½ Per Cent."

That this meeting, in convention assembled, approve of the action of the Ontario Provincial Board in opposing the recent Order-in-Council passed by the Ontario Legislature, which provided that the sale of all 2 1-2 per cent. beverages be confined to standard hotels, and, inasmuch as this product is sold by a number of sections of our association, be it resolved that the Ontario Provincial Board be further requested to prevent such legislation being enacted at the forthcoming session of the legislature.

Moved by Mr. Kelly; seconded by Mr. Halpenny.

Re Association Aims

That whereas the work of this association is of great benefit to the retail trade and should be generally known to the public, therefore:

Resolved that the executive of this district be authorized to take such action as they may deem wise to make our association aims and work generally known to the people in order that influence may be brought to bear upon retail merchants not already members of our association that they may come in with us and co-operate in procuring those trade benefits in which they are all willing to share.

Moved by Mr. Hawkins, Smiths Falls; seconded by T. Bowman, Ottawa.

WELDON ROBERTS
Rubber Erasers

Every number in our broadgauge line of 88 styles of "World's Quality Standard" Erasers is a worthy representative of our product. One stands for all—all for one.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

COUTTS GREETING CARDS MADE IN CANADA

Coutts Greeting Cards
FOR ALL OCCASIONS
MADE IN CANADA

No Duty -- No Exchange -- Better Value

How is your stock of BIRTHDAY CARDS? Do you sell BIRTH CONGRATULATION and BIRTH ANNOUNCEMENT CARDS; WEDDING CONGRATULATION and ANNIVERSARY CARDS; DANCE PROGRAMMES, INVITATION CARDS, TALLY CARDS, SYMPATHY CARDS and ACKNOWLEDGMENT of SYMPATHY CARDS, etc.?

If you do not carry these in stock you are losing sales as there is a certain demand for them every day in the year.

Write for an assortment of any of these lines or ask us to send sample set from which to make your choice.

If in need of VALENTINE, ST. PATRICK, EASTER, or MOTHER'S DAY CARDS, send us an order, or write for samples.

WILLIAM E. COUTTS

263-267 Adelaide Street West TORONTO

Canadian Pad & Paper Co., Limited

255 Wellington St. West - Toronto

Manufacturers of

Writing Tablets **School Blank Books**
Exercise Books **Foolscap Papers**

ENQUIRIES ARE SOLICITED

Window Displays That Will Sell Goods

The Trimming of a Shop Window Should Not Be Treated as an Art or a Knack—It is a Serious Branch of Store Salesmanship And Should Be Utilized to the Best Possible Advantage of the Various Departments

SOME window displays sell a lot of goods. Every department of the store reflects the sales punch in a good window display. People talk about the showing and purchase largely of the goods that are exhibited.

On the other hand some window displays fail almost entirely to affect sales in a satisfactory manner. The goods on display move no more rapidly than ordinarily; there is no comment among the customers on the display and the whole thing is a dismal failure.

What's the answer to this condition of affairs? Why do some displays sell goods while other displays fail entirely to do so?

The answer, of course, lies in the display itself. Here's the way one Western store manager, who began his career as a window trimmer, sums up the situation:

"Of course now that the principles of display salesmanship are so thoroughly understood by all window trimmers, it is a fact that most of the show windows are exceedingly successful in selling goods. But even the best of trimmers is apt to go off on a tangent every now and then and put over a display that proves to be an out-and-out 'flivver.'

Left Off Price Tags

"For instance," continued the speaker, "we had an instance of this kind in this store not so very long ago. I hadn't been paying much attention to the windows, except to get regularly weekly reports on the displays and the results, until one week when I got a report which showed that a display had entirely failed of getting any results. Absolutely the window didn't do a single thing toward boosting sales in the line shown, and I knew at once that something was wrong. I went downstairs and out to the street and looked at the display. I saw instantly just what the matter was.

"Going back into the store I called into the office the man who had trimmed that window.

"'Your display has been an awful 'flivver,'" I told him. "It didn't sell a single article."

"The trimmer hung his head.

"'That's what I've heard already,' he replied.

"'Do you know why it's a flivver?'

"'No.'

"'Then I'll tell you. Its because you've left off all the price tags. Why did you do that?'

"'I thought the tags spoiled the artistic effect. The display was beautiful and I thought that people were kind of tired of always seeing price tags, anyhow, so I left them off!'

"Can you beat that?" went on the store manager. "Of course that was the cause of the trouble—women simply won't come in to our store and make inquiries regarding the prices of unmarked goods shown in our displays. They have gotten the idea, from experiences with other stores who have shown unmarked goods in the show windows, that when articles are not marked it means that they are so high-priced that the stores are afraid to display the prices. So I had the trimmer put on price tags in the display and continued the display just as it was, with the tags added, for another week. That was all the display needed, the display immediately began to function properly and to sell goods the way it should.

"That is just one example of the way that a man is liable to get off on the wrong foot every now and then in the matter of show window display. And there are a lot of other ways in which a good display can be killed.

An Overdone Display

"I remember one time when I was a trimmer myself how I labored over a display of a high-priced line. The goods weren't moving in anywhere near the way they should and so the store wanted something special, and I determined to give it to them. I got up an elaborate lay-out for the display and then spent about three times as much time working it out as I ordinarily spent on a window. When I had finished I had a display that I thought was a world beater.

"But—it absolutely failed to sell!

"What was the trouble?"

"The trouble was that I had made the display altogether too elaborate and fancy. I had spent too much time on backgrounds and frills and all that sort of stuff and too little time on the goods. I had a window that was jammed with ingenious ideas, that had a number of moving objects, elaborate painted effects, novel lighting schemes and everything else, but it was so crowded with my stunts that but very little space was given up to the goods, and onlookers were so much interested in looking at my stunts that they quite missed the purposed big point of the display, which was to induce them to enter the store and buy.

"Right then and there I learned a thing about window displays which has always struck me as being highly important. The point is this—do not overelaborate the accessories. Remember always that the show window's chief purpose in existence is to help the store sell goods. This being the case, the heavy emphasis in a display should, with some few rare exceptions, be placed on the goods that are offered for sale. The stunts and backgrounds and accessories should always be toned down so that they will turn attention to the articles which the store wishes to sell instead of grabbing off the major portion of the onlookers' attention for themselves.

"Personally, I feel that it is highly essential to watch our windows carefully to see that there is no overelaboration of non-essentials. You see it is so easy for an artistically-inclined window trimmer to over-emphasize some minor point of the display, with the result of practically killing the sales value of the window.

"Still another important factor, to my mind, in the framing of window displays that will sell the goods, is that of hammering home only a single point or so in a single display. In other words, keep the windows simple. Don't let them look confused so that the onlooker won't be able to get the real point of the display. I am a great believer in having a single dominating idea behind each display and in having the trimmer realize definitely just what this dominating idea is and frame his display accordingly. If the display is designed to sell seasonable lines, then everything should be subordinated to that one idea. Let nothing creep in that will, perhaps, give the folks the idea that a special drive is being made on something else. Don't let the prospective customer take away a confused impression of the displays. They are much more apt to remember the displays and to talk about them if the displays are simple and direct than if they are confused and wandering. At least that's my idea about it, and it's what we work out in this store to good effect.

"Window trimming," concluded this store manager, "is more than a knack or an art. It is salesmanship. And the windows that sell the most goods are not necessarily those that are the most artistic but rather those that contain the most forceful elements of good salesmanship. That's the point about window trimming I try to emphasize with our trimmers, and I believe it's a point that all stores could emphasize with good effect."

Keating Kards in Canada

To meet the constantly increasing Canadian demand for Keating Kards for all occasions, we have now provided a direct

Representative for Canada **Mr. J. H. WALKER**

68 Wheeler Ave., Toronto, Canada

Mr. Walker is too well known to the Canadian trade to need any introduction. On February 1st he will show

Keating Kards for Christmas, 1921

—the finest, cheeriest line of designs ever shown. Handsomely engraved cards, distinctive, original and full of selling appeal—at every called-for price. See these samples—if you want to select sure sellers.

The Keating Co. Keating Kards for All Occasions
PHILADELPHIA - PENN., U.S.A.



Just the Kind Your Customers Will Like

GOODALL'S
English
PLAYING CARDS

Smooth, clean-cut and artistically designed with a superfine finish.

A pleasing line to handle and a great assistance to your selling efforts — Profitable and Satisfying.

Those conducting parties or other social functions always prefer a smooth-finished card that is a delight to shuffle—so suggest Goodall's English Playing Cards.

AUBREY O. HURST
32 Front St. West
TORONTO

So That We May Become Better Acquainted
Here's A Special Introductory Assortment of

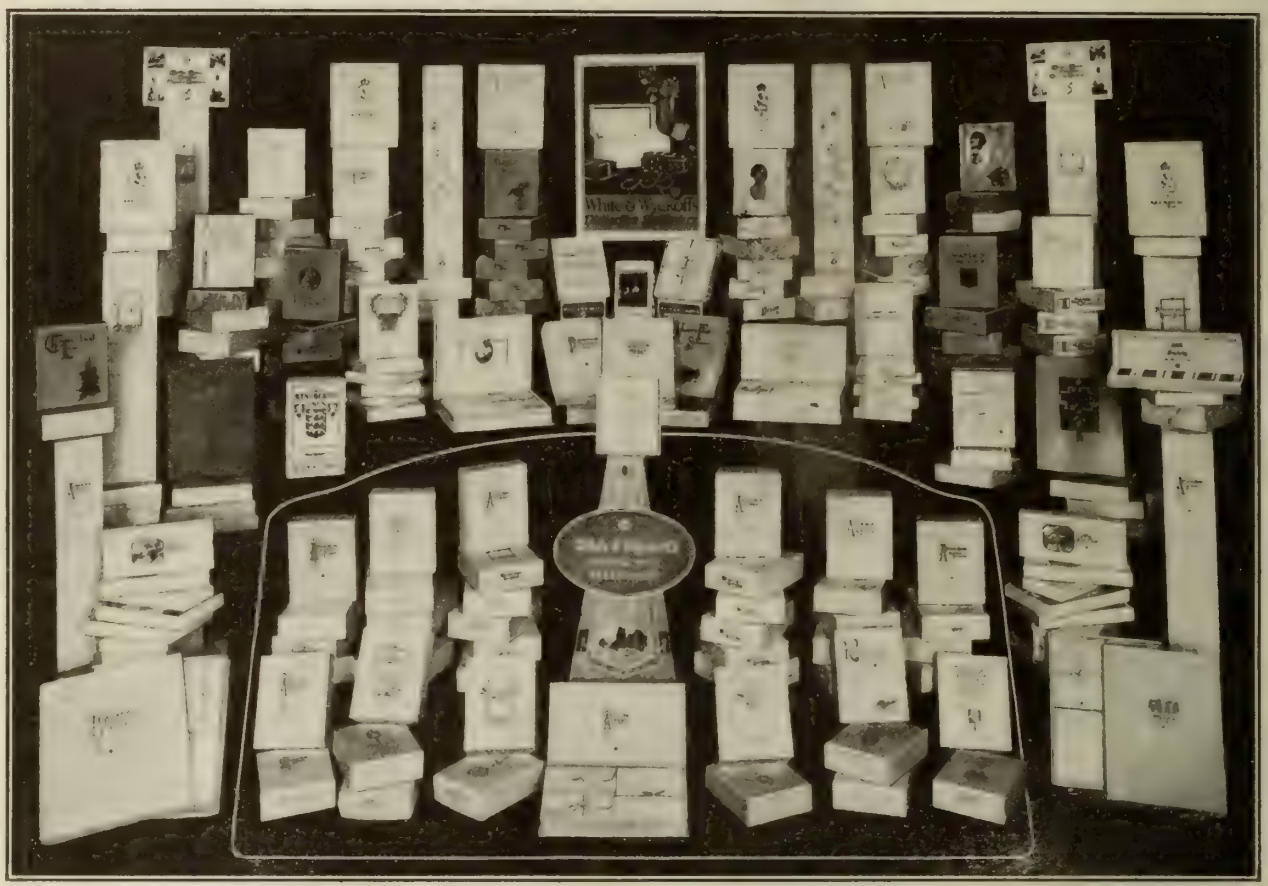
White & Wyckoff's Distinctive Social Stationery

That will meet the Requirements of Progressive Merchants the World Over

CONTAINS 193 BOXES—44 DIFFERENT NUMBERS—IN WHITE AND COLORS

ranging from the staple to the finest grades, suitable for every occasion of personal correspondence or gift purposes.

IT WILL SELL EASILY AND READILY NO MATTER WHERE YOU ARE LOCATED



The Price for the Assortment Is Only $88.50 Net

3% 30 days, 60 days net. F.O.B. Holyoke. Canadian Funds at par.

You Pay Only $88.50 for 148 Boxes and Also Receive Free 45 Boxes Valued at $24.75

as pictured within the white line of the illustration, as also the complete supply of window display and advertising matter, also featured, for use in your windows and in your store to help in the sale of the stationery.

ASSORTMENT comprises 193 boxes of the best and most popular numbers in the W&W line, embracing a number of new and exclusive designs in a wide variety of sizes and styles. Each box contains one or more quires of good quality writing paper, with envelopes to match, in white or the colors which are in greatest demand, finishes of the paper being the ever-correct linen, rich bond or the popular novelties, with the newest shapes and styles of envelopes.

Send Your Order at Once as the Offer Will Be Withdrawn August 1, 1921
Can We Count Upon Your Order? We're Ready to Ship Promptly

Illustrated folder, giving full details, individual pictures of the 193 boxes included in the assortment, list of contents, prices, terms, etc., gladly mailed merchants who prefer same before ordering. Send for YOUR copy to-day. Ask for circular on Assortment No. 8065.

WHITE & WYCKOFF MANUFACTURING COMPANY

Master Makers of Distinctive Social Stationery

HOLYOKE, MASSACHUSETTS, U. S. A.

The Publisher's Page

Cutting Costs

What would you give to be able to do all your business on a cash basis? Perhaps you do it that way now, and you know how much better it is than to be in monthly jeopardy for fear you offend Mrs. Smith when you present her bill with the request polite.

You can give infinitely better service to all if all pay their accounts promptly. The one who suffers most is the one who pays promptly, for he has a right to expect good service.

We feel somewhat the same way. The cost of the white paper in Bookseller and Stationer to-day is far more than the price you pay for your subscription.

If we sustain loss from overdue subscriptions, this loss must be charged to the firms who do renew promptly.

In our trade newspapers we urge all our readers to place their business on a cash basis—customers paying cash — merchants taking cash discounts — and renewing the subscriptions to worth-while trade newspapers when they expire.

If you intend to renew let us know. If you cannot pay for a few weeks, write us and we will extend your subscription. But if we don't hear from you, that costs us money and takes away from your service.

The amount we save is in your interest—for every man who renews promptly allows us just that much more to invest in editorial service in *your paper.*

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Stock these Special Purpose Records
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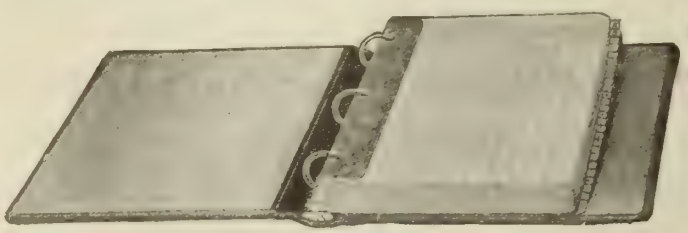
NATIONAL BLANK BOOK COMPANY
HOLYOKE, MASSACHUSETTS

LOOSE LEAF PRICE BOOKS AND RING BINDERS

DOMINION Loose Leaf Price Books are made to meet the requirements of salesmen, students, customers' lists, quotation records, stock records and note books. Stocked in two bindings, full flexible Levant-grained Cowhide with pocket and Levant-grained Texhide with pocket.

Dominion Loose Leaf Ring Binders are indispensable to the office or individual who wishes to collect data regarding sales, engineering, factory records, operating costs and pay-roll records.

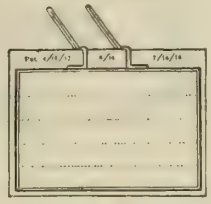
Stock these made-in-Canada loose leaf books. Sold only to dealers.





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Limited
BERTHIERVILLE, P.Q.

Trade Mark



Harmless Pin Tickets Popular Paper Clips
Quality Thumb Tacks

New Illustrated Catalog and Price-list just issued. Write for your copy. Extraordinary, temporary discounts being allowed on orders placed during February only.

NOESTING PIN TICKET CO., INC.

"Millions Daily"

MT. VERNON NEW YORK



"SPHINX" SHOW CARD COLORS

Stationers should all carry the "Sphinx" brand Show Card Colors. Show Card Colors of Quality. There is a good profit in handling them.

Made in 15 selected colors. Put up in 2 oz., half pint, pint and quart jars.

Sample Cards on request.

F. WEBER COMPANY

Main Office and Factory: 1220 Buttonwood St., Philadelphia, Pa.

Branches: ST. LOUIS, BALTIMORE

CLIP THIS COUPON FOR YOUR CONVENIENCE IN ANSWERING ADVERTISEMENTS.

Date *1921*

Please send particulars of .....

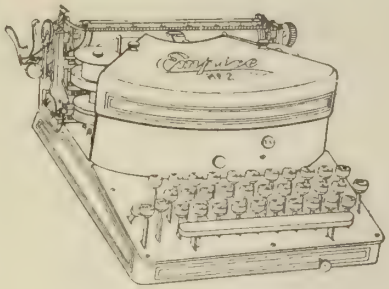
as referred to in BOOKSELLER AND STATIONER.

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Empire

We are open to appoint agencies in cities and towns where not at present represented. This offers a first-class proposition for office specialty distributors.

Empire Typewriter Co. of Canada, Limited
Head Office and Factory - - MONTREAL, P.Q.

ROLLAND PARCHMENT

A Stationery Paper For Particular People

The quality of Rolland Parchment is distinctly superior and appeals to the most fastidious. Packed to meet every demand —reams, papeteries, and tablet. Let us send you a sample.

CANADIAN MADE

The Rolland Paper Co., Ltd.
High Grade Paper Makers Since 1882
Montreal Canada

WORK-ORGANIZER DESK DRAWER TRAY

This tray is now in production on a large scale, and we can, for the first time, offer it to all our dealers.

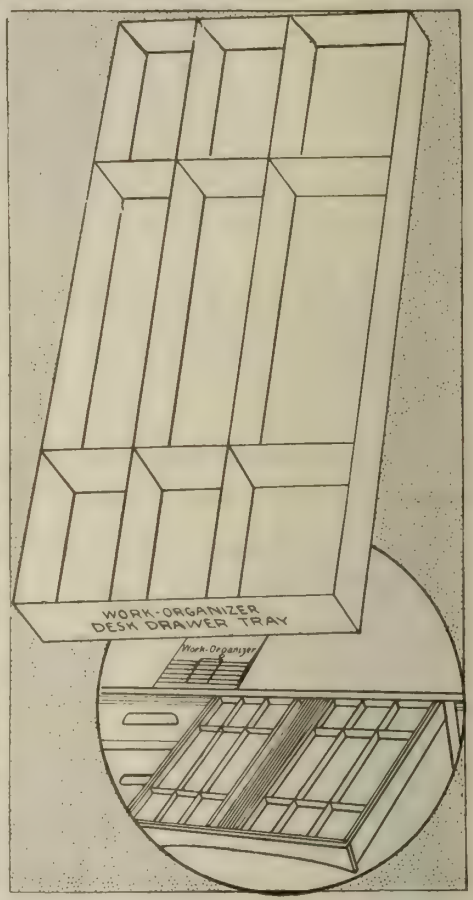
It is not a new number; thousands have been sold. It, like other Work-Organizers, repeats great. Most users have re-ordered; one office has over 250.

It is a fibre tray, size 9 x 18 inches, with nine compartments, enameled olive green.

It is light weighs 14 ozs. but it tests ten times the strength its work in a desk will require. It will stand hard use.

Bottom and all partitions in One Piece; will remain "Pin Tight" and outlast desk.

Retail, $2.25. Packed 3 to a carton.



Use two, side by side, or one across the front of the "lap" drawer, or one in the upper right hand side drawer, as in typewriter desks.

GET THE BEST! BLOTTING PAPER

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THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
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FOR SALE BY THE LEADING JOBBERS IN PAPER

Music and Musical Merchandise

A Guide for Buying and Selling

THOUSANDS *of* DEALERS

Are finding "FEIST SONGS" a most profitable line.

Music sales were never larger than they are to-day.

Write us for Prices, etc.

LEO FEIST LTD.
193 Yonge St. Toronto

The R. S. Williams & Sons Co., Limited

Edison Phonograph Distributors

Musical Instruments of Quality.

Write for Catalogs.

THE R. S. WILLIAMS & SONS CO. LIMITED
Winnipeg, Calgary, Montreal, Toronto

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH
MEET THEM WITH YOUR ADVERTISEMENT
$5 a month on yearly contract

Music Trade News

MYSTERY SONG BROUGHT TO LIGHT

"I know where the flies go," the song which sprang into fame overnight through the "Dumbells," has a very interesting history.

Albert Plunkett picked up this song in England and featured it in the last tour of the Dumbell company. The originality of the words and music brought it instant success wherever it was sung. Crowds flocked to the music stores for copies but dealers were unable to obtain it.

For a long time the question, "Where can it be bought?" remained unanswered. The English firm responsible preferred not to tell. Then suddenly the announcement was made that by special arrangement with the originators, a special "Dumbell" edition had been issued, and it is to-day on sale at almost every music counter in Canada.

MUSIC FOR EVERYBODY

One of the most forward-looking experiments of present-day America is the serious effort being made by communities toward real democracy. Churches, schools and clubs have always tried to draw diverse groups together by means of education and amusement in order to promote social sympathy. But a recent institution—that of community singing—has in less time and in greater measure produced more actual solidarity of community feeling than one would believe possible. It is, of course, mainly the uplifting emotional appeal of the music itself. But the danger that we may lose this new patriotic and joyous impulse through lack of adequate leadership is real. It is to help avoid this loss that "Music for Everybody" has been written by Marshall Bartholomew and Robert Lawrence.

Our most salient need is for trained song leaders. The book has practical, intensely interesting suggestions to give on the art of leading, on stage presence, drilling rhythms, planning programs. It tells how to equip—even to the measurements of the piano legs!—a travelling song wagon. And the very fact that no detail is too small to be included convinces us that these two song-leader authors have experienced each word they write. They tell how to establish morale when it is lacking, and how to organize neighborhood, or street, sings.

Good Profits For You in BRUNSWICK RECORDS

Played on any phonograph using steel or fibre needles.

All the latest popular successes—vocal and instrumental. Also the favorite standard ballads, dances, etc.

"MARGIE"
FOX TROT
with "Home Again Blues" Fox Trot on the reverse side.

Write for Newest Release and Prices

The Musical Mdse. Sales Co.
Sole Canadian Distributors
79½ Wellington Street West, Toronto, Ont.

A Fast Seller 40% Profit



There is a real profit in these books—and they sell very fast. Everyone wants a book of poems when sold at such a low price, and *when it contains every popular poem that they want.*

101 Famous Poems

is such a desirable book that a display of them will sell every one in your stock. You take no chances because in lots of 25 or over we allow 6 months free return privilege.

Prices: Crash cover retails 25c, costs you 15c. Board cover retails 35c, costs you 21c. Rose colored silk finish cover (for gift purposes)—a fast seller—retails $1.50 costs you 90c. F.O.B. Chicago. *Sample free*

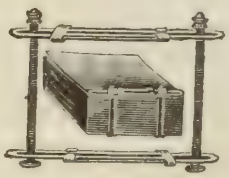
Our Other Books: *101 Best Songs, Everyday Songs, Favorite Songs* (Catholic).

Cable Co., 1703 Cable Bldg., Chicago

Music is indeed a healing for bruised and dried-up hearts. If we could each help a little to sustain community music with the same enthusiasm that the temporary stimulus of the war gave it we should be going far toward solving the problems of sickness, poverty, graft and radicalism.

Watch This Page for Specialties

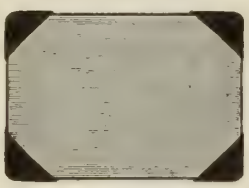
The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York



DESK PADS

Good Merchandise—Fair Prices

Satisfaction Guaranteed
on all specialties

Leather and Brass Corner Desk Pads
(Flexible and stiff—60 styles)

Glass Desk Pads
(3 styles—3 sizes)

Cloth Covered Card Index Cabinet
(Standard Sizes)

L. SAINBERG
657 W. Houston St. New York

Canadian Representative
Standard Distributing Co., Guy Block
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"The Guarantee of Quality"

FULTON

Self-Inking

Stamp Pads

Line Daters
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Sign Markers
Rubber Type
Printing Outfits

Manufactured by
FULTON SPECIALTY CO.
Elizabeth, New Jersey

NEW AUTOMATIC FASTENER

The "New Irvin" is an automatic paper fastener which has just recently been perfected by the Alex. H. Irvin Co., of Curwensville, Pa.

Constructed of high-class steel, therefore more durable than machines made of grey iron or die castings, they embody the finest of workmanship, are nicely plated and very handsome.

These fasteners use a single strip of staples, on which there are 25 staples. These staples when inserted into the machine are automatically cut off and fed forth accurately without failure. The staple is always ready to be driven and a single blow will suffice to drive it through one to twenty-five sheets of paper, and with the same movement feed forth the next staple. After the strip is used, it is very easy to insert another strip in the machine. These fasteners are not only useful for fastening paper but also for laces, silks, linen, dress goods, etc., doing the work so as to present a neat appearance.

SO-EASY MOISTENER

The "Peerless" Moistener, which has been a familiar article to the trade for several years, has been purchased by A. Mohler, Box 453, Chicago, Ill. The name has been changed from "Peerless" to the So-Easy Moistener.

LISTS RECEIVED

From the T. S. Dennison Co., 154a Randolph Street, Chicago, comes a descriptive catalogue of this firm's amateur and standard plays, dialogues, speeches, tableaux, vaudeville sketches, minstrel material, jokes, drills, entertainment books, etc., together with copies of the following books: "Dialogues and Drills for Rural Schools," "Mary's Millions," a play, by T. G. Johnson; "School Room Entertainments," "The Gold Bug," by Walter Ben Hare; "Out of the Stillness," a play, by Lindsey Barbee; "The Lie That Jack Built," a play, by Georgia Eagle, and "A Dream of Queen Esther," a play, by Walter Ben Hare.

LISTS RECEIVED

From the Noesting Ticket Co., Inc., of Mount Vernon, comes a new catalogue and price list, and it is accompanied by an announcement of temporarily increased discounts. It is stated that there will be no further decline in these products in the first half of 1921, but that, on the other hand, it is probable that some, if not all, of the temporarily increased discounts may shortly have to be withdrawn.

PLAYTHINGS

The American Toy Journal



18th year of publication and the largest Toy Magazine in the World. The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue.

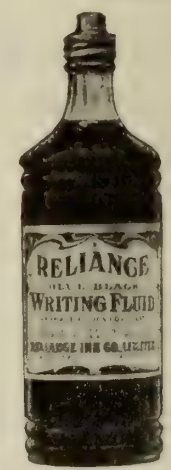
Subscription--$2.00 per year
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Send your subscription NOW

PLAYTHINGS
118 E. 28th Street NEW YORK

RELIANCE INK

"The Ink You Can Rely On"



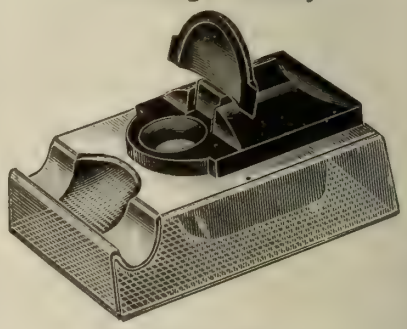
Writing Ink
Fountain Pen Ink
Copying Ink
Stamp Pad Ink
Ink Pellets
Show Card Ink
Office Paste
Mucilage
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China Cement
Legal Seals
Grip

Write for Our Price List.

Reliance Ink Co.
Limited
Winnipeg, Man.

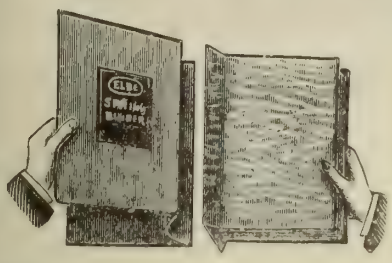
"PARAGON" Inkstands

in a large variety



Manufactured by
FRANK A. WEEKS MFG. CO.
93 JOHN ST., NEW YORK
Canadian Jobbers Carry Stock

Watch This Page for Specialties



Excellent for holding Essays, Class Notes, Lectures, Forms, Magazines, Reports, Orders, etc.

Made in all sizes. Capacity of back, ⅝" to 2".

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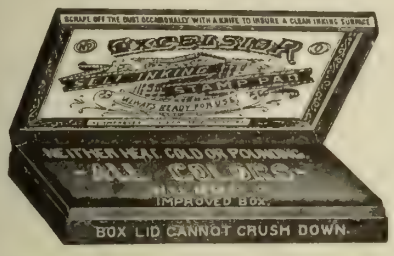
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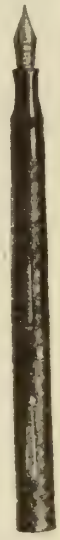
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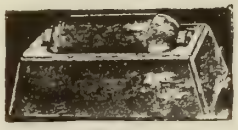
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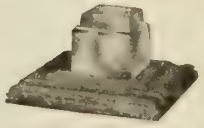
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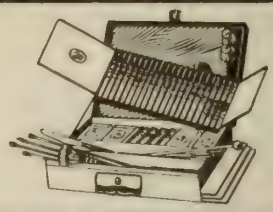
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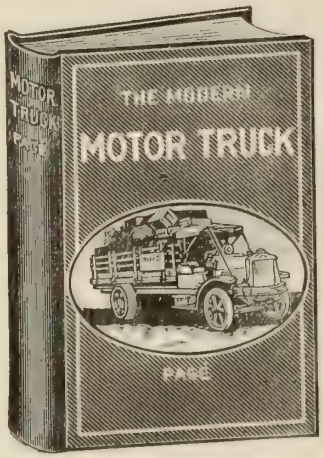
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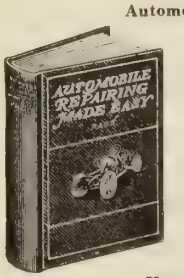
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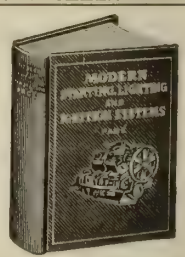
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Guy Garrick ..... Arthur B. Reeve
Gold of the Gods ..... Arthur B. Reeve
Ivory Ball, The ..... C. C. Hotchkiss
Man Who Fell Through the Earth, The
Carolyn Wells
Masked Woman, The ... Johnston McCulley
Middle Temple Murder, The .. J. S. Fletcher
Mystery Mind, The
Arthur B. Reeve and John W. Grey
Three Sapphires, The ..... W. A. Fraser
White Cipher, The ..... Henry Leverage

Titles Previously Published

Anthony Trent, Master Criminal
Wyndham Martyn
Arncliffe Puzzle, The ..... Gordon Holmes
Blue Lights ..... Arnold Fredericks
Circular Staircase, The ..... M. R. Rinehart
Clue in the Air, The ..... Isabel Ostrander
Crimson Alibi, The ..... Octavus Roy Cohen
Diana of the Moorland ..... Louis Tracy
Dream Doctor, The ..... Arthur B. Reeve
Escape of Mr. Trimm, The .... Irvin S. Cobb
False Faces, The ..... Louis Joseph Vance
Film of Fear, The ..... Arnold Fredericks
Great Possessions ..... David Grayson
Heritage of Cain, The ..... Isabel Ostrander
Hollow Needle, The ..... Maurice LeBlanc
House of a Thousand Candles, The
Meredith Nicholson
House of Whispers, The .. William Johnston
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Island of Intrigue, The ..... Isabel Ostrander
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Man in Lower Ten . Mary Roberts Rinehart
Mastery Mystery, The ..... Arthur B. Reeve
Million Dollar Mystery ..... H. MacGrath
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It's a good thing to sell lines that show a good margin of profit—**if you sell them.** But sometimes these very same lines are hard to sell. They need lots of pushing, and in the end are not so profitable as they seem—because they don't **move.** They are "station*a*ry" lines—not "station*e*ry" lines. And the sooner you discard such lines and replace them with standard lines that sell and re-sell and keep the cash register merrily jingling all the time, the better for your business and your profits.

Let us mention two or three of these lines that win trade and speed up turnover. For instance:

Take the Sengbusch line of Self-Closing Inkstands—used by thousands of business houses, banks, Government offices, etc., because of their outstanding advantages. These inkstands are something more than mere receptacles for ink. They are ink **preservers**—airtight, dustproof, instantly ready, and never spurt. They keep the ink clean and fresh, and, by actual test, reduce ink bills 75 per cent., and save 50 per cent. of the cost of pens. These are strong selling arguments to use with your customers, who will readily appreciate the utility, cleanliness and economy of these distinctive inkstands. We supply them for school and office use in all sizes and styles.

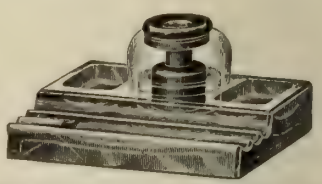
The Sengbusch Ideal Sanitary Moistener for offices, banks, etc., is also a splendid seller. It applies the right amount of moisture quickly and easily and has none of the unsanitary features of the ordinary moistener. An ornament to any desk, too.

Automatic Pencil Sharpeners are in increasing demand and the two lines here illustrated are very popular. The "Chicago Giant" and "The Dexter" are made of the finest materials by skilled mechanics and give lasting and absolute satisfaction. These sharpeners are produced in several other styles for home, school, office and draughtsmen's use, all having distinctive features, and all good business-builders for your trade.

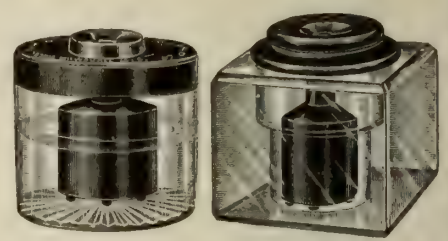
(SEE NEXT PAGE)

"SENGBUSCH"
Self-Closing Inkstands

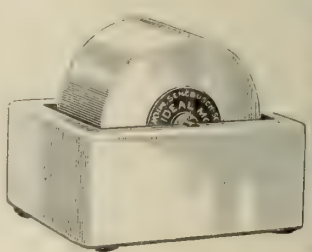
Airtight, Dustproof, Instantly Ready, Never Spurt



Made with attractive pressed glass base, suitable for single desk. Size 5 x 4 x 1½ in.

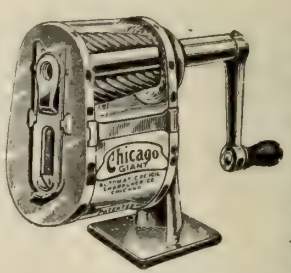


Single Inkstands, in plain or cut glass, in several sizes. Red or black top.



The "IDEAL" Sanitary Moistener

Clean and efficient. Nothing to wear out. Saves time and muss. Made of glazed white porcelain with nickel polished metal parts.



Automatic Pencil Sharpeners

CHICAGO GIANT.

A moderate-priced sharpener that does all the work of the larger size. Sharpens all size pencils.



The Dexter

The best hand-feed sharpener made. Sharpens all size pencils, and has point adjuster to produce fine, medium or blunt points. Gives lasting service.

MacDougall's Message *(Continued from previous page)*

Then, of course, there is the school business that is so well worth going after—chalks, crayons and such like. You will find "Standard" chalks and crayons the best sellers you could ever wish to handle. The colors are good, the materials from which they are made are excellent and they are without doubt the most popular lines of their kind on the market to-day.

We are representatives for these well-known lines and recommend them to you with every confidence. We shall be very pleased indeed to supply you with full details and prices, or to have our traveller call and see you at an early date. Just drop us a card and we will do the rest.

And don't forget—we very gladly supply all our customers with "dealer helps" — bright, handy little circulars, each describing one or other of these lines, which you can hand to your customers or send through the mails and which act as a valuable sales stimulant, helping to bring more business and more profit to your store every day in the year.

We look forward to doing business with you—this season.

"Standard" Brand Crayons
— For School and Art Institutions —



Crayel Art Crayons

Have absolutely no superior as an art crayon for high-grade work. Six standard colors in each box, with black and brown.



Artco Pastel

Made especially for advanced color work. When used with water, produce very delicate effects. Seven assorted colors to box.



"Standard" White Chalk
Yellow Enamelled Chalk
and Colored Chalk

Absolutely reliable. No finer chalks than these are obtainable.

"Omega" Dustless Chalk

A dustless chalk that IS dustless. Entirely free from grit and will not scratch the blackboard. Packed in strong wooden boxes.

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"the master drawing pencil"

Convincing your customers with ELDORADO is as easy as it is profitable.

The first touch of its responsive lead to paper is decisive.

And *its* quality creates in your customers a frame of mind favorable to the purchase of other merchandise of quality which you carry.

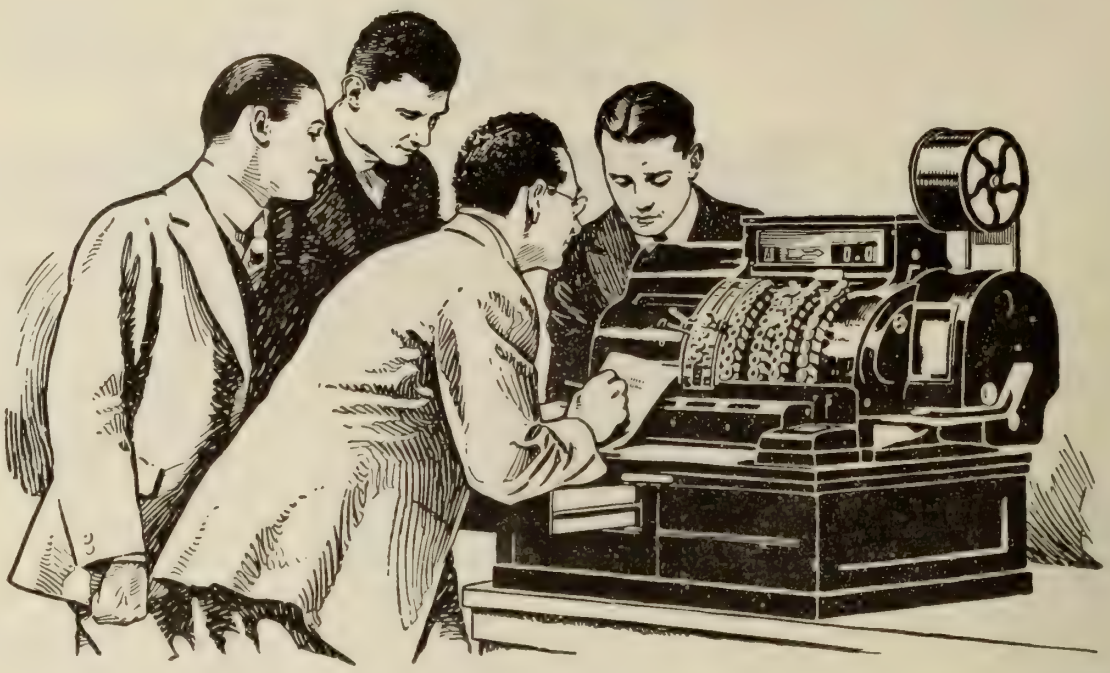
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PENCIL DEPT. JERSEY CITY, N. J.

Canadian Distributors
A. R. MacDougall & Co., Ltd., Toronto



Dixon's "BEST" Colored Pencils occupy the same position of leadership as Dixon's "Eldorado". They, too, are supreme in their field.

Made in 17 Leads —one for every need or preference



The record of each clerk

An up-to-date National Cash Register shows you exactly what each one of your clerks does every day. Adding counters on the register tell:

① How many customers each clerk waited on.

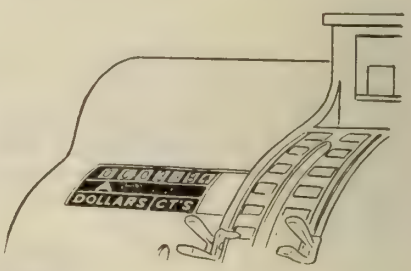
② The total amount of each clerk's sales.

These daily records show you which clerks are most industrious, which clerks sell the most goods, which clerks are most accurate.

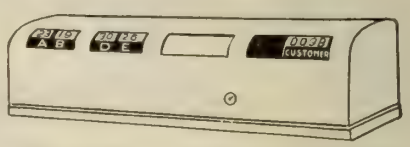
They enable you to fix wages on actual selling ability.

They give you the figures needed for a bonus or profit-sharing system.

These clerks' records, together with the many other printed and added records made by an up-to-date National Cash Register, enable you to control your business.



This adding counter, at the left side of the register, shows that Clerk A took in $39.84 during the day. Similar counters show what the other clerks took in.



These adding counters, at the front of the register just above the cash drawers, show how many customers each clerk waited on, and the total number of customers.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

TORONTO, ONT.

CANADA'S YEAR

That this is a year of great significance in advances made in Made-in-Canada goods will be conclusively demonstrated at this year's

EXHIBITION OF HOLIDAY GOODS

OPENS MARCH 7TH **LASTS SIX WEEKS**

YOU WILL SEE *CANADIAN PRODUCTIONS*

in Holiday Papeteries, Christmas Greeting Cards, Books (including Picture Books for Children), Games and other Specialties that will make you prouder than ever of Canada.

WRITE TO-DAY TELLING US WHEN YOU ARE COMING

Then you will be assured of the best possible service and attention.

GAMES

NEW ONES
AND
ALL THE OLD FAVORITES

always big sellers

Our Own Manufacture

Chick Evans' Golf Book

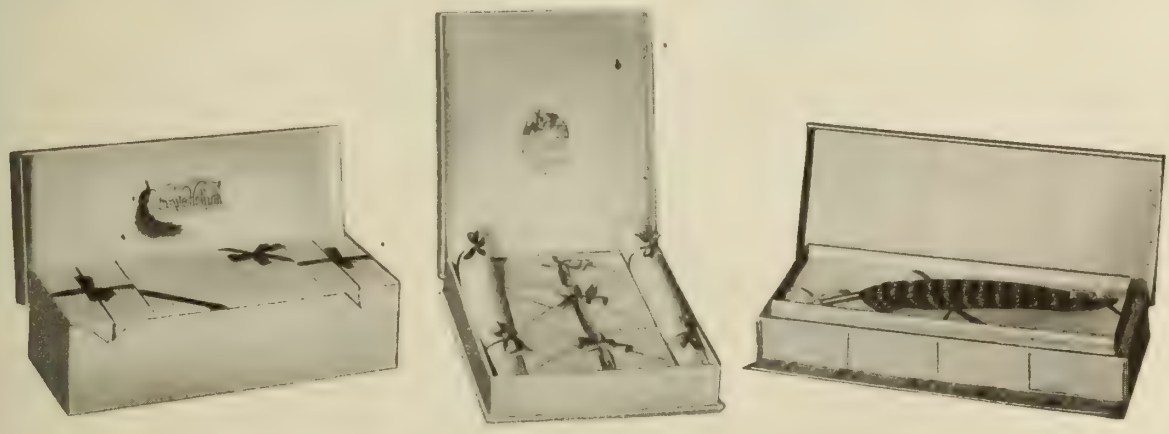
The Copp Clark Co., Ltd., has published the Canadian edition of this most creditable book, which will sell on sight to golfers everywhere.

This Book is Now Ready
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More new titles in the series that affords the book trade absolutely the best value in Toy Books obtainable anywhere.

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Original Conceptions in Canadian-Made Papeteries

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EVERY day thousands of people take the time to write to us for "The Official Rules of Card Games." For every one who writes from your town, there are a hundred who would buy the book if it were for sale in your store.

All you have to do is to show it in your window and in your showcase alongside a few packs of Bicycle and Congress Playing Cards. People will ask for it. Almost everybody who buys a pack of cards will buy the book also, at a good profit to you.

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Greater Sales Through Higher Quality

6 Styles



Pat. Pending

The NEW IRVIN is the only Automatic Paper Fastener that remains sharp; therefore, the only Fastener that cannot clog because of dull cutting parts. By slightly adjusting the die, the working efficiency is six times greater than any other Fastener on the market.

The New Irvin is unfailing in action, always ready, absolutely certain and is fully guaranteed.

DEALERS: New Irvin Machines and Staples are bound to give your **Customers better service; therefore,** they are bound to meet with greater satisfaction on your part. Write for illustrated pamphlet, trade prices, etc.

ALEX. H. IRVIN COMPANY
Curwensville, Penna.
U.S.A.



Quick Turnovers via the Esterbrook Display Route

Your customers will **want** something else if your pen sales are handled to create that need and they can be if you use the Esterbrook Display Case.

It saves counter space, affords good display of a wide assortment, ties up little money in stock and makes the choice from the twelve most popular pens in the world an easy matter.

Then your arrangement of stock on the shelves behind your Esterbrook Department suggest other needs, for there you carry the Esterbrook line in boxes.

Let him choose from the case but sell him by the box and speak of the pen by name and number for your own protection.

Our Dealers' Service will put extra profit in your pen sales. It is yours if you want it

No. 788 has been built to run smoothly on the toughest paper—because of its oval point and so it meets a host of needs

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18-70 Cooper St., Camden, N.J.

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We desire to announce to the trade that we are again in full production and, with the added facilities of our new factory, are now in a position to give our customers better service than ever before.

We wish to thank all of our friends for their courteous consideration during the period of moving, and we feel certain the better service that the new plant has made possible will more than make up for some of the annoyances that were inevitable under the conditions.

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Papier Mache Rabbits

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Candy Boxes

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All Leathers

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Goat Morocco, Lined. (Gold Plated Hooks)

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"KOH-I-NOOR"

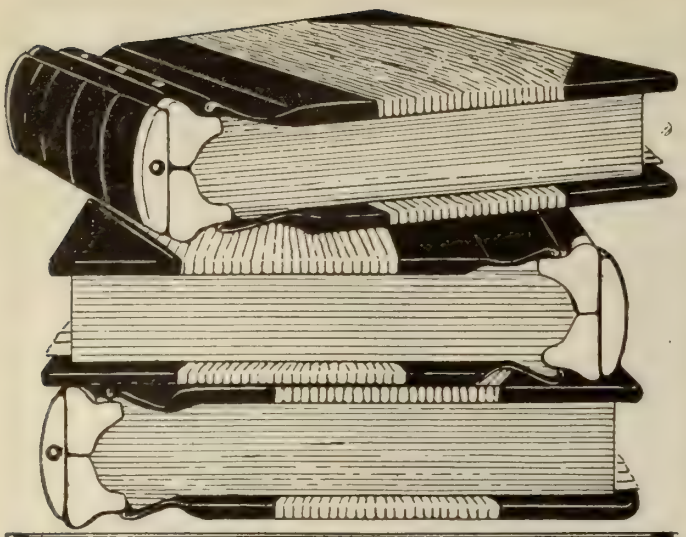
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Made in 12 sizes. Sample on request

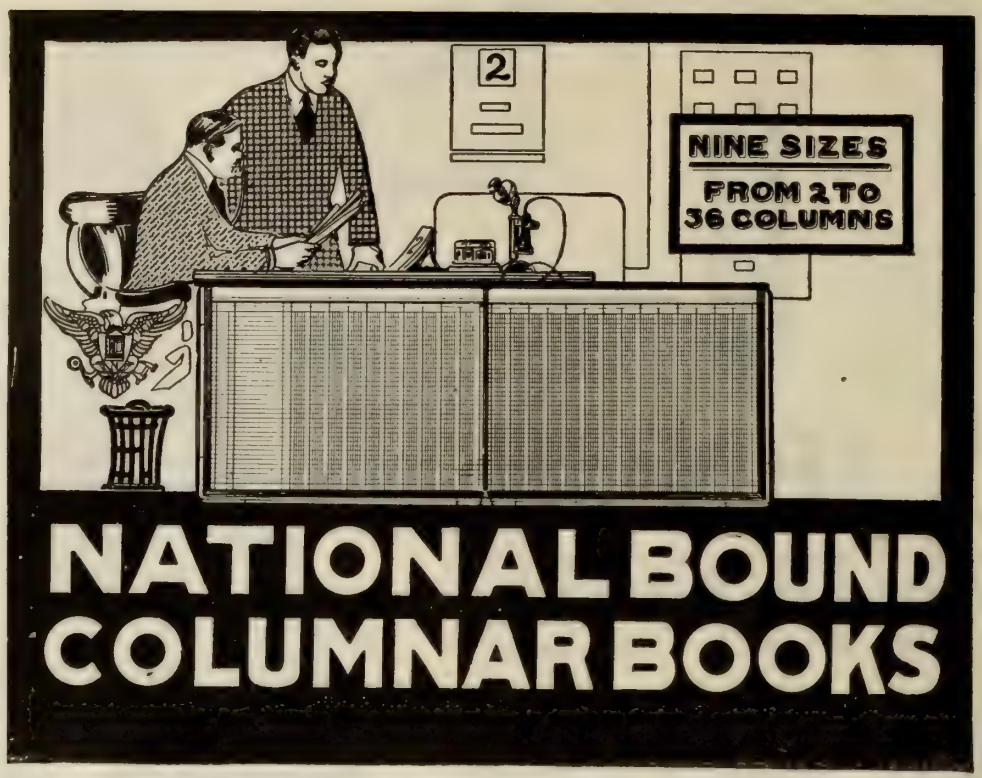
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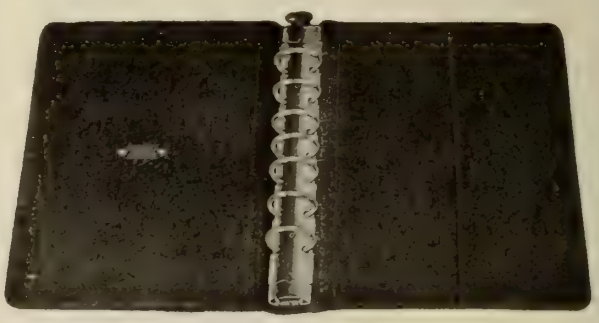




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It has come to our attention that various importers have been furnished (probably from abroad) with a sample of a Compass and Divider so closely imitating in its construction and dress our well-known Compass and Divider No. 569 that the sale of such former compass will naturally deceive purchasers into the belief that they are buying our goods. As we patented our No. 569 Compass and Divider on December 11th, 1894, and have continuously manufactured and sold the same to date, we caution you against selling or attempting to sell the compass simulating our own, and give you this timely notification of this situation so as to furnish the public every opportunity of avoiding the consequences of innocently or otherwise entering into unfair competition with us on the article in question.

Very truly yours,
EAGLE PENCIL CO.

Emil Berolzheimer
President

February 3, 1921.

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Special close out prices for immediate shipment,
in case lots only, to retail for **25c 50c 75c.**

"Coronation" - 8 gro. to case
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3 Sizes to a Set

24 Sets to a case for $42.00

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A big seller for all kinds of interior decorations—especially Xmas.

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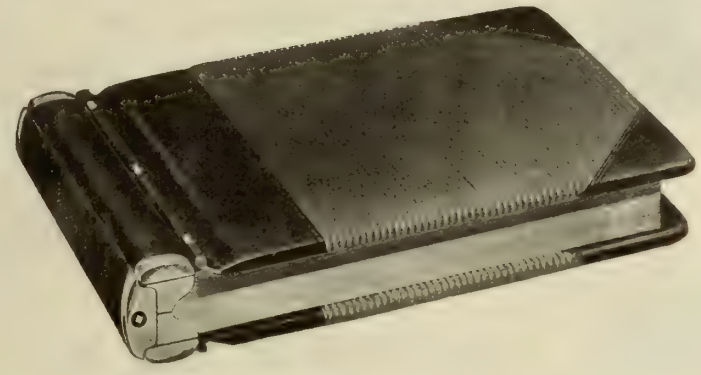
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All with Metal Hinges. We use the best quality Binders Board, English Corduroy and Heavy Duck. "Sterluck" is the best quality Imitation Leather Made.

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$7\frac{1}{2}$ x $10\frac{3}{8}$
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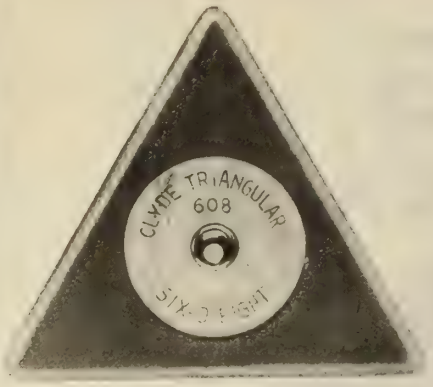
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OUR USUAL HIGH GRADE.

Sold to the Trade only.

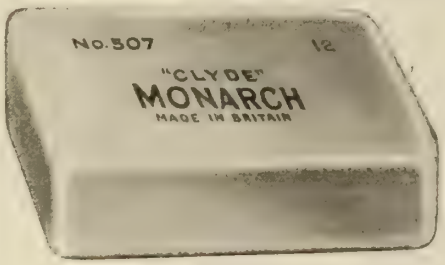
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The standard of quality is the highest and terms are the best obtainable.

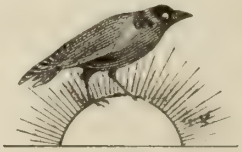
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LEATHER BAGS—Never out of Season—always in demand—The **Swagger Bag** is one of the newest and is shown in a great range of leathers and colors. **Ostrich Grain** is a feature of the line.

SILK BAGS—There'll be a big run on Silk Bags this season and we have anticipated it. Moire Silks will be highly favored in pleated effects and in the plain styles—a great line.

BEAUTY CASES—Not a more popular line or better seller in the samples than the **Beauty Cases**—sell at sight—make an effective display in your "Silent Salesman"—get the assortment.

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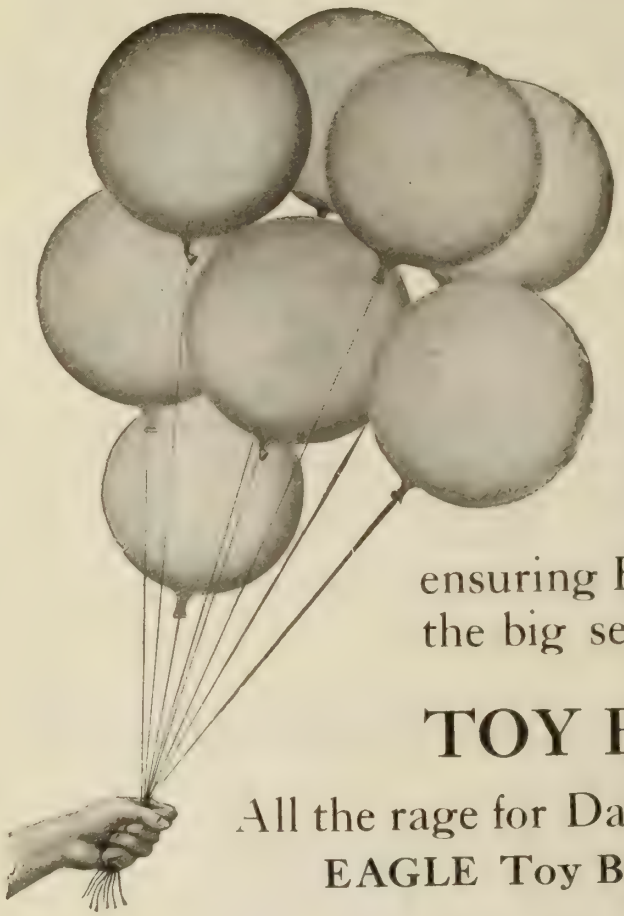
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Greeting Cards

A SPECIAL SECTION FEATURING
CHRISTMAS CARD ANNOUNCEMENT

THE SAVORY LINE

A Wonderful Revival

The accumulation of novel and beautiful ideas that Savory's have lined up during the past six years is now handed out in the form of samples that will prove to be a complete revelation to the trade.

The Xmas Cards surpass any previous series. The Calendars are so different that we can't describe them adequately.

The Novelties for my lady's writing table—the business man's desk—the library—the gift selections, etc., etc., are absolutely different from anything ever put out.

It was worth waiting six years for. It will be worth your while to wait a few weeks until we can call upon you. It will be better worth your while to call upon us.

MENZIES & COMPANY, LTD.

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THE BUZZA COMPANY

Sentiment



MERCHANTS are realizing that in merchandizing Greeting Cards they are supplying the most intimate demand of their customers.

The buyer approaches the Greeting Card department with the thoughts of home, of friends and of good fellowship uppermost in his mind. He is thinking of someone he loves His mind is full of fond memories of his old pal or his boyhood chum. He is at his best His character and ideals are reflected in his face when the dealer has satisfied him with just the right sentiment.

There in the Greeting Card department, then, is where the successful dealer ties up good will for his complete organization with the heart-strings of his customer The good will established in this way will be reflected in increased sales in other departments

It is of prime importance, therefore, that the sentiment of his Greeting Cards should be carefully selected and of the highest quality and ideals Such, are the sentiments found in THE DISTINCTIVE LINE.

THE Distinctive Line is now displayed in our offices at

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101 Tremont Street
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468 King Street West
Toronto Ont. Canada

And, Sixteen travelers are showing it throughout the United States and Canada

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A Bigger and Better Line Than Ever

COUTTS' GREETING CARDS

for all occasions



Beautiful designs and sentiments that are different

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WILLIAM E. COUTTS

263-7 Adelaide St. West, Toronto

ANNOUNCING A NEW LINE OF

GREETING CARDS

In previous years we have made Stock Greeting Cards for various jobbing and greeting card firms. This year (and hereafter) we want to sell you direct. Our salesmen will be ready to call on you any time after February first.

We believe those dealers who are kind enough to wait and see our line before placing their stock orders will be amply gratified. Mail inquiries solicited and will receive careful attention.

The Designs for these cards are artistic, new, and beautifully executed; the Sentiments are in good taste, engraved in our latest styles of engraving which have met with such welcoming approval.

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Manufacturing Engravers and Stationers

LOUISVILLE, KY.

PERFECTION

IN GREETING CARDS

Perfect in design, quality of stock, sentimental appeal, and novelty features.

MAY AND JUNE ARE PERFECT MONTHS FOR PERFECT GREETING CARDS



We confidently expect the one
We know we have the other

Mothers' Day, constantly growing in recognition, falls on

Sunday, May 8th

We have some splendid numbers for the occasion.

June brings **Graduations** and **Weddings**, and there are some excellent expressions in our special numbers for these important events.

Assortments ready for those who need a supply at once.

Our travellers are now showing our complete line, including Christmas numbers, for the current year. It is being commended wherever displayed.

Have you enough Easter Cards? The demand will be heavy.

BOOM YOUR GREETING CARD BUSINESS

Assortments ready for those who may not care to wait for our salesman to call. Inquiries will have prompt attention.

DREYFUSS ART CO., Inc.
GREETING CARDS
NEW YORK

THE VALENTINE & SONS
UNITED PUBLISHING CO., LTD.
TORONTO - - ONT.

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Greeting Cards

For All Seasons and Occasions

Our 17th Season in this line. This year we are showing a magnificent collection of samples. Best in our history.

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$2.50 to $25.00 per 100

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NEW YEAR GREETING CARDS, FOLDERS AND BOOKLETS
$1.25 to $60.00 per 100

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TAGS, SEALS, LABELS and PRESENTATION CARDS
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CHRISTMAS TINSEL SNOW.
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CALENDARS.
CALENDAR PADS.

POST CARDS to sell 1c to 25c each.
FOR ALL THE SEASONS.
A LARGE RANGE OF COMICS.
BIRTHDAY POST CARDS.
LOCALIZED COMIC POST CARDS, and POST CARDS to suit every conceivable need.
Many lines published by ourselves in Canada.
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FOR HALLOWE'EN

Greeting Cards, Post Cards and a splendid range of real novelties.

FOR THANKSGIVING

POST CARDS at every price.

FOR ALL SEASONS and OCCASIONS

Greeting Cards, Folders and Booklets
MOTHER'S DAY.
BIRTH ANNOUNCEMENTS and CONGRATULATIONS.
WEDDING CONGRATULATIONS.
GENERAL CONGRATULATIONS.
SYMPATHY LINES.
CARDS TO SEND TO THE SICK.
BIRTHDAY LINES.

EASTER, MARCH 27th
WRITE FOR EASTER CIRCULAR

Selling as we do the output of 5 factories gives us a low overhead cost and small selling expense. We are able to quote you some very interesting prices. Our travellers cover Canada. It will pay you to see our line when traveller calls.

Have some very Handsome Display Cards for Window use. Supplied free with Christmas orders.

POST CARDS with LOCAL VIEWS.

Made from photos you supply. Have some specially good numbers to retail 1c to 5c each.

If you do not receive our advertising regularly, send us your name for our Mailing List. Let us keep in touch with you. It will pay us both.

Pugh Specialty Company, Limited

38-42 Clifford Street - Toronto, Canada

WHO GETS THIS PAPER?

Bookseller and Stationer, being the only paper in Canada devoted to the interests of the manufacturers, publishers, wholesalers and retailers of Books, Stationery, Toys and kindred lines, is read by the members of these associated trades in all the provinces of Canada.

What Do They Think of It?

HERE ARE SOME OPINIONS:

Camrose Book and Music Store, Cranbrook, B.C.—"Even if it were twice the price and then some we could not do without it."

The Olds Drug Store, Olds, Alberta.—"This is one magazine that the trade would find it very hard to get along without. For ourselves, if the price was $5 per year we would still be a subscriber. We read every copy from cover to cover."

J. Edgar Rutledge, Fort William, Ont.—"Frankly, it is indispensable."

C. L. Nelles, Guelph, Ont.—"Your book lists and trade letters are most useful."

A. Harold Brown, Toronto—"Excellent book for buyer and seller."

F. W. Grinham, Oakville, Ont.—"I don't dare to think what we country booksellers would do without 'Bookseller & Stationer.' It is a connecting link between wholesalers and retailers."

To Advertisers

ANNUAL SPRING NUMBER



BOOKSELLER & STATIONER

Come Into it With a GOOD STRONG ANNOUNCEMENT

You are familiar, from our past messages to you, with the great significance, throughout the trade, of this most important issue each Spring.

Send copy by **MARCH 25** in order to catch this issue.

The Rates Are:

Full page $45, half page $25, quarter page $15, eighth page $8

(Better Rates for a Series)

Right now while this is before you, fill out and mail this order form.

Bookseller & Stationer,
143-153 University Ave, Toronto.

We agree to use space as checked below in the Annual Spring Number of BOOKSELLER AND STATIONER. Copy for the advertisement will be forwarded to you by March 21.

Rates		Check Here
Full page	$45.00	.....
Half page	25.00	.....
Quarter page	15.00	.....
Eighth page	8.00	.....

(Better rates for a Series)

Name .....

Address .....

.....



Canadian Achievement in Greeting Cards



You Can Canadianize Your Stock this Year on Merit



When you see the big assortment of 1921 Greeting Cards of our own manufacture, you will agree with the buyers who have already seen the line, that it is a real Canadian achievement. Like them, you will buy liberally because they rank in quality and appearance with any cards made in any other country, because the values are better than can possibly be realized with imported cards, on account of the big saving to buyers in the matter of DUTY and EXCHANGE.

5 10 15

In the collections of greeting cards for retailing at Five, Ten and Fifteen cents, you will get unprecedented values that challenge all comparison.

The Copp Clark Co., Limited, Toronto Canada

EDITORIAL COMMENT

GREETING CARDS

IN this issue the Greeting Card branch of the trade is featured in a special manner and the retailers will find in the articles many valuable suggestions to help them in the further development of this increasingly important business, while the advertisements of greeting card manufacturers and wholesalers afford first-hand information about particular lines of cards, the merit of which is indicated by the faith of the advertisers who have invested in valuable advertising space to tell the trade about these goods.

That is an element of trade paper advertising that should never be lost sight of by the retailers.

The fake and "catch" variety of advertisements have never found place in Bookseller and Stationer, and this is true in general of trade press because the chief motive of such advertising is co-operation with the representatives of the different concerns who actually sell the goods. It therefore follows that it is a wise course for every dealer to completely familiarize himself with the lines he sees advertised in his trade paper because it may be taken for granted that his competitor will do the same thing. Thus each dealer prevents the other from stealing a march. Many a retailer has had cause to regret lapses in this connection.

Getting back to the greeting card subject, it is anticipated that 1921 will see an advance of at least 25 per cent. in the volume of sales over 1920. The retailers expect this and should order more liberally than they did in the spring of last year, because most of them can recall only too well the difficulty they met with in trying to get belated repeat orders filled in the weeks just before last Christmas.

As regards personal greeting cards, they should take heed of the fact that actual selling of these personal cards for Christmas begins as early as July. Local dealers should arrange to have their sample books on display at the earliest possible time, and arrangements should be made for a thorough canvassing of the community in addition to taking orders in the store itself.

The possibilities of this line are so great that it should be exploited thoroughly even though it may mean less attention to certain lines of which the possibilities are not so great.

In planning promotional work a mailing list can be made to produce a great deal of business in the way of orders for personal greeting cards. Follow-up letters will serve to establish a connection that will prevent people from giving their orders to out-of-town canvassers. The home dealer can really give better value than such itinerants because travelling and hotel expenses are so high that the retailer's cost of doing business is less. Points like these should be presented in the dealer's letters to prospective customers who should include people in the countryside as well as in the town or city in which the dealer's place of business is located.

The wise retailer will begin at once to build up a mailing list to be used in this manner. The list should be carefully revised at regular intervals. As sales are made a new list of actual customers should be started, distinct from the list of prospective customers. This list of customers will naturally be the best prospects for the following year.

This method of business building should be made part of the business policy of every retailer who reads this if he has not already put such a programme into practice.

NEW AVENUES FOR TRADE

THE prospects of increasing the sales of such goods as books and stationery and kindred lines, to farmers is emphasized by the steadily mounting number of automobiles being sold to farmers. Better roads come with the increasing number of automobiles in use. Better roads encourage better rural schools, and it doesn't take much imagination for any bookseller to realize that better schools will eventually prove most helpful to the book trade.

This growth in the number of automobiles is of vital interest to booksellers in other respects. For instance, they bring the people living on the farms in closer touch with the book and stationery stores, and this reduces the inclination on their part to send their business to mail order houses.

Another direct benefit is the widening of the demand for the many books, guides, charts, etc., dealing with motor vehicles. The booksellers will do well to study the various phases in which the growth of the automobile business points to new opportunities for selling books and stationery.

Over in the U. S. where she is lecturing, Mrs. Pankhurst, from her high pedestal, is throwing an odd brick or two now and again at Philip Gibbs, H. G. Wells, and other novelists, presuming to express views on world affairs. Will some U. S. eagle-eyed publisher see "copy" in this for a sensational book? Imagine the Pankhurst given free rein in directing a vitriolic pen, à la suffrage warfare, against mere authors of books! What rare morsels for those who want sensational reading.

A Record Breaking Trade is Coming

All Indications Are That 1921 Will Be the Banner Greeting Card Year

FROM reports received from representative retail stationers in all parts of Canada it seems to be the confident expectation of nearly all of them that 1921 is going to see an enormous increase in the selling of greeting cards, not only in the next Christmas and New Year season, but as regards all other special days and seasons, as well as in every-day selling.

With the question put to the retailers as to the prospect for this year, another was submitted asking for a comparison of the 1920 Christmas season with the 1919 season in respect to greeting cards, and members of the trade were practically unanimous in reporting decidedly increased sales. The percentage of increase ranged from a slightly better margin up to more than 100 per cent. increase, and a few were confident that they would this year double the 1920 sales.

Enormous growth in this trade across the border followed the extensive national advertising campaigns popularizing greeting cards, and this undoubtedly had an appreciable effect in Canada as well. The increases in Canada have not as yet reached as high a proportion as in the United States, but the growth has, nevertheless, been remarkable and sufficient to bring home to the retailers a better sense of the possibilities of this branch of trade. It is already large, but as yet only a fraction of what it may easily become with the right sort of earnest exploitation on the part of manufacturers, wholesalers and retailers.

With the growth in volume of sales has been evidenced a corresponding growth in quality in the cards themselves. Just a few years ago, as anybody in the trade can readily recall, it was a common thing for a traveler to unpack sample books of cards, most of which were most common in appearance and just as lacking in merit when the sentiments expressed in the printed messages were considered.

Engraved and die sunk cards then became the rule and each year has seen remarkable steps forward in the all-round quality of greeting cards supplied to the trade.

Samples of 1921 products already being shown indicate conclusively that this year is going to witness greater advances than ever in the greeting card industry. This is true in a special sense of the industry in Canada. Additional firms have taken up the manufacture of greeting cards in this country and established manufacturers have greatly increased their plants and facilities for manufacturing and marketing these goods.

Canadian stationers had the biggest greeting card business in their history in the Christmas season of 1920, as shown by reports on a questionnaire sent out to the dealers throughout the Dominion. Those dealers looking forward to this year's greeting card trade almost without exception looked forward to a decidedly increased trade in greeting cards.

A feature of the past season was the livelier demand for cards ranging in price from 15 to 25 cents each, showing that the consumer is beginning to see that better values carry more distinction to their messages. Personal greetings were more extensively used than ever before, also a good indication that the retail buyers are realizing more than ever what such cards mean to those they want to impress with a message of cheer at the holiday season.

The "Modern Stationer" of New York offers the following good advice relative to 1921:

"Retail dealers should not defer their buying until late in the year. Although conditions as to raw materials and labor are somewhat better than this time last year, they are not yet normal, and manufacturers must have time to fill orders. It is hardly fair to a producer to hold orders, or even confirmations, until July, August and, in some instances, October and expect a hundred per cent. service; it is impossible with the growing demand. It is a wise retailer who carefully examines the sample lines as they are presented to him, gives his order and insures the early arrival of his stock, for even as early in July the consumer begins to place personal greeting orders particularly. For import lines the buying must necessarily be done by May at the latest. There is, at this early moment, no reason why the buying season of 1921 should not be heavier than the one just closed. Remember when a traveler calls he has paid good money to visit you."

For 1921 it is logical to assume, from reports now available of the recent season, that the demand for greeting cards will be much larger, for thousands who received these cheerful messages this past Christmas will reciprocate in a similar manner this year. Retailers are now being shown the new lines for 1921-22, and, if they have not already done so, should at the earliest possible moment carefully go over their records, analyze conditions in their territory and be prepared to buy when the travelers visit them.

It is safe to advise liberal buying, even greater than last year, for with all the extra demand made upon the manufacturers, there was a heavy reordering late in November and December.

GREETING CARD ACTIVITY

The Greeting Card Association of the United States has for three years been carrying on intensive national advertising campaigns to popularize greeting cards and each year it has been on a larger scale. This year will see it still further increased and it is worthy of note that the Canadian card manufacturing industry is actively represented in the membership of this organization, thus bringing the retailers of Canada within the scope of the organization and making available to them the many effective selling helps which the association is preparing.

There will be a set of window streamers, treated more boldly than the signs, to spread right across the windows. These are for the big seasons, Christmas and New Year principally, when you want something to grip the attention of the passers-by. In two colors, specially designed and hand lettered and printed on buff stock of durable quality, these streamers will be just the thing to paste on the windows.

Still another feature is a small cardboard easel for displaying a single card. There will be envelopes in two sizes in which to enclose card purchases. These envelopes will bear only the slogan "Scatter Sunshine with Greeting Cards."

For the Christmas season of 1921, there will be prepared a handsome folder in three colors suitable for enclosing with bills and in packages—something to begin the season with along about October 1. The ever popular "Forget-Me-Nots," a booklet for keeping a record of names and addresses of persons to whom cards are to be sent, has gone through four large editions and there is the same big demand for it so the publicity committee has just ordered another large printing.

This year the Greeting Card Association has begun magazine advertising for both Valentine and Easter cards. Quite an interesting story of the origin and growth of the Valentine custom was told in the advertising appearing in the February number of Pictorial Review, The American Magazine and Woman's Home Companion.

The copy for the Easter card advertising in different magazines will carry illustrations of Easter cards. Plans for other magazine advertising appearing later in the year are not yet ready for announcement.

Methods of Display For Greeting Cards

Some Good Points Brought Out in an Address by President Bauer of the National Association of Stationers in the U.S.

PRESIDENT RALPH S. BAUER, of the National Association of Stationers of the United States, who himself conducts a big retail stationery business, had some interesting things to say in a recent address to that association. He said in part: "I know many of the commercial stationers look upon greeting cards as a sort of fancy frill and not as a permanent item of profit. For a few years I looked upon them that way myself, but I saw commercial stationers scattered around the country who were featuring these cards—everyday cards all the year round, handling thousands of them, not only making a satisfactory profit on them, but it was a means of bringing into their store a character of trade which helped the store, especially the polite stationery department of the commercial stationer's store, so I attempted a greeting card sale. As I look at the greeting card industry, the reason that makes it a staple article for stationers to handle—whether they are commercial stationers or polite stationers, it makes no difference—because underlying the greeting card business is the fact that it conveys sentiment, some thoughtful token to some friend—some remembrance that is passing—and sentiment rules the world, whether we believe it or not, and the American greeting card manufacturer has molded his beautiful decorations and designs around sentiment that appeals to friends on all occasions. The European card manufacturers for years have sent over Christmas cards and other kind of personal greeting cards, beautiful in design, handsomely lithographed and engraved, but absolutely devoid of sentiment, and for that reason the European greeting card manufacturer no longer has very much of a sale in this country. The greeting card is a timely token of thoughtfulness of some passing remembrance. Just let that sink into your system, and see what the wonderful possibilities of it are, looking at it as a human element equation. Something has been said about the different ways of handling greeting cards to sell them rapidly. The method adopted by the gentlemen in Richmond I myself used for a few years and discontinued it because it failed to offer an opportunity to the customer to see the sentiment on the card. It was a beautiful addition to the engraving department; the polite stationer had to have a lot of nice plate glass on top of the counter, with beautiful cards underneath—a lot of beautifully designed cards, corresponding to something else somewhere in the system, but the customer couldn't pick the card up and look it over and see the sentiment in the card, and therein it fell as a turnover proposition for greeting cards. The thing that sells goods of that character is the availability of those goods to get into the customers' hands with as little effort as possible, so they can pick them up and read them and pick out the sentiment that they want to convey, and that is the important feature in the greeting card sale—the customer picks out the sentiment he or she wants to send to the party on that occasion—the greeting cards for all occasions—and you can sell them all the year around—greeting cards—if you just carry them. But, to my mind, the open tray arrangement, while it is a little more work—you have to clean the outside card and once in a while you pick up an empty envelope and you find that somebody has pinched a card, etc., but at the same time you sell four times as many cards that way as any other way. Let the customer pick the card up and look it over, and decide for himself the card he wants. The tray should be at least forty-two inches above the floor. If it is any lower than that—say on a low table—in looking over the greeting cards they will drop it in the wrong tray, because it is an effort to get the card back into the tray. If the tray is forty-two inches above the floor, they will look at it and put it back invariably where it belongs—just where they got it from. Every greeting card should be marked on the back individually with its price, so that if it is mixed up at all the sales person whoever it is—he or she—can immediately locate the card where it properly belongs, and in the open tray arrangement, the only card that has to be shown is the front card. The tray should be at least six inches higher, in my judgment, in the back than in the front, so that it will bring the back card down almost as prominently as the front card, and these little divisions going up the hill, as it were, show the designs and part of the reading matter on each card. We have in our store an open tray five feet long and thirty-four inches wide, full of greeting cards all the year round, and it is really astonishing the number of them that can be sold in the commercial stationer's store, as long as it is generally known that that is the place to get these remembrance tokens. I know that the largest commercial stationer in St. Louis, located in the banking district, the same as Wall Street district would be in New York, doing a tremendous stationery business and in the manufacturing of stationery especially, took up a few years ago the question of handling greeting cards all the year round, every-day greeting cards, and you couldn't get them to-day to drop the greeting card feature on your life, because of the profits it brings in and because of the character of the trade that comes in after those cards in the store; so I say to you men, you may be commercial stationers or not, if you are not featuring greeting cards every day in the year in a way that will help you establish business, you are missing one of the best bets that the retail store of any kind has."

Sparkling Greeting Cards

The Most Clever Designs
Expressive Sentiments
Exceptional Workmanship
Genuine Values

Every Day Cards
Mother Day Cards
Birth Announcements
Invitation Cards

Birthday Cards
Engraved
Hand Colored
Free Hand Painted

"ALWAYS SOMETHING NEW"

AT

BLANK'S BOOKSTORE

MAIN STREET, BLANKTOWN

Suggestion for a newspaper advertisement.

Engraving a Profitable Line for Stationers

A Source of Money Making Frequently Neglected—Plenty of Scope for Securing Orders—Social Events a Fertile Source of Business—Expert Knowledge Not Necessary.

AN article in the February issue of Bookseller and Stationer dealt with the question of prices for engraving, a correct knowledge as to what to charge being one of the principal difficulties in the way of the stationer who contemplated taking orders for engraving as a side line. Seeing that this line offers such excellent opportunities for profit-making, it is somewhat surprising that so many stationers ignore it. The stationery store should be the headquarters in any town or district for all kinds of engraving, but more especially for cards and forms of a social nature, and yet in many cases it will be found that orders for engraving are not taken.

Possibly this may be because the stationer is under the impression that it is scarcely worth while embarking on a line only which, as he thinks, orders he could possibly get would not amount to very much. The market for engraving, however, is not as limited as the stationer might on first thought believe. There have been stationers who have ceased taking orders for engraving because they found the small amount of business in visiting cards which came their way did not repay them for their trouble. Their mistake was in supposing that the amount of business they were getting was all that was to be had.

Let any stationer who is in doubt as to whether there is sufficient business to be had to make this line worth while to him take up any good book on social customs and run through its pages, noting the various kinds of cards, announcements and invitations that etiquette requires. Let him think of the various things that people in his town now write or have printed, and which would be far more pleasing and in better taste if engraved. He will soon see that he has been underestimating the possible market for engraved goods.

It shows lack of business instinct, for instance, to take an order for cards from a married woman without trying to get her to order cards for her husband, or her sons and daughters. If you get an order for wedding invitations do not fail at the same time to endeavor to get an order from the young couple for "At-Home" cards, and the kind of personal cards that custom permits a man and woman to have during the first year of married life. It would be foolish to neglect to try to sell the proud parents of an infant correctly prepared birth announcements. Parties, teas, luncheons, dinners, or receptions, all offer opportunities for invitations or announcements. Even the sale of a box of writing paper should not be made without a suggestion to the customer as to having his monogram put on the paper.

It is a mistake to suppose that only in the large cities can people be induced to spend money for engraving. People are much the same everywhere; show them that to do a thing a certain way is correct, that is to say, socially correct, and they are at once prompted to go and do likewise. There are few things that spread more rapidly through certain large, widespread, and definite strata of our population than a knowledge of the little niceties and fads of social usage.

A large part of the task of selling engraving is educational. This does not mean to say that the stationer who takes up this line must be a living encyclopedia of social usage, and then endeavor to force his ideas, as to what ought or ought not to be, on his customers. That sort of educational propaganda would be useless to him. There is nothing that people resent more than to be told that they are lacking in knowledge of any point of social usage.

Engraving is essentially a stationer's side line, and he is legitimately entitled to all the business he can secure from it. It requires no expert knowledge, no outlay of capital. All that is needed is some common-sense sales ability together with a little familiarity with the requisite forms. This familiarity can be easily acquired.

If you are not already doing so, why not give some attention to engraving? It entails a minimum of trouble and will bring you in good profits, either in the city or in the country town.

No better illustration of the right way to do a thing could be afforded than by an account of how a certain stationer in a small mid-western town sells engraving to the people of his community.

This man arranges first of all to have fresh day-by-day information regarding happenings in his town, especially such information that has to do with births, marriages, dinners, removals and deaths, and other events of the kind. Armed with this information he is ready to go after engraving orders.

He gets his information chiefly from the town newspaper, and from the eternal ebb and flow of gossip that is so apparent in the small town, but that is present in the big city just as well.

Suppose he hears that the Whites out on Prairie Street are planning to hold a small tea dance in honor of their daughter Susan, who is coming back from the big city on a visit. As soon as possible he dispatches to the White home the bright young woman who assists him in looking after the engraving department.

What does she say to Mrs. White when she gets there? Does she start her sales talk by telling the woman that it is considered the proper thing to send out nicely engraved invitations for a formal affair such as the White tea dance is supposed to be? Does she, by word or manner, give Mrs. White the unpleasant feeling of being talked down to from heights of superior knowledge and breeding?

She does not. Such things have no part in the sales strategy planned for her by her employer. What she in all probability does is to produce an engraved invitation that Dr. and Mrs. Smith, of Plain Street, had sent out at the time they were giving the tea for that daughter of theirs who later married Dr. Brown. Mrs. White is given the invitation to examine, the saleswoman all the while speaking pleasantly of other invitations of the same type that her shop has turned out, and how pleased the purchasers were with the air of dignity that the invitations lent to the festive occasion. Names and addresses are freely mentioned.

In about nine cases and a half out of ten Mrs. White decides to order engraved invitations at the stationery store whence the bright young woman hails.

What prevents many stationers adding engraving as a side-line is their belief in the difficulty of getting clerks who know enough about engraving to sell it. But a book of social forms such as can be bought at any bookstore formed the basis for all the knowledge possessed by the stationer and his clerk just mentioned.

Some stationers who handle engraving have difficulty in fixing proper prices for the work turned out. But that difficulty is in a fair way to be removed with the development by experts of a uniform cost-finding system and of a well-considered list of recommended sales prices.

Why not engraving as a side-line?

"Do you know the name of a book which has a picture of a man holding a baby on its cover?"

The clerk searched for the book for a half hour and finally succeeded in excavating it from a heap.

"Oh, thank you so much," was the woman's exclamation upon seeing it. "I just wanted to know the name of it so I can get it from the library."

Business Away Ahead of 1920

Optimistic Reports From Representative Retailers in All Parts Of the Dominion

HOW does business this year compare with 1920? To get an idea as to the relative state of trade information was obtained from sixty representative booksellers and stationers covering the month of January.

Thirty-six reported better business than a year ago.

Fourteen reported business as good as a year ago.

Ten reported slightly poorer business than a year ago.

Of the thirty-six reporting better business than a year ago, thirteen told of slight increases.

One dealer reported "Best January in twenty-three years," and three dealers reported "Considerable increase."

Other Reports

10 per cent. increase—1 dealer.
15 per cent. increase—1 dealer.
20 per cent. increase—5 dealers.
22 per cent. increase—2 dealers.
25 per cent. increase—2 dealers.
28 per cent. increase—1 dealer.
30 per cent. increase—2 dealers.
33 1-3 per cent. increase—2 dealers.
40 per cent. increase—1 dealer.
50 per cent. increase—1 dealer.
200 per cent. increase—1 dealer.

To indicate that they really are representative we would mention here that one of the dealers reporting 22 per cent. increase is a Far West man, F. E. Osborne, of Calgary, Alta., who conducts one of the biggest retail concerns in this line in Canada. The same applies to E. G. Nelson & Son, of St. John, New Brunswick, who report 28 per cent. increase over January last year.

Another Maritime Province dealer reporting 20 per cent. increase is George McLeod, of Glace Bay, Nova Scotia.

In Ontario, C. L. Nelles, of Guelph, had 25 per cent. increase, while J. E. Mercier, of Riviere du Loup, a typical Quebec dealer, reports 20 per cent. increase, and Dawson Bros., Montreal, 40 per cent. increase, as against the same month the year before.

In Edmonton, Alberta, the University Bookstore for January this year showed 50 per cent. increase over 1920.

The biggest increase of all was that of a live new retailer, Ernest V. Bergin, Kamloops, British Columbia, who did 200 per cent. better in January than his predecessor did in the same month a year ago.

SIDELINE FOR TRAVELLERS

The commercial travellers of Canada have been asked by the Governor-General to take on a sideline—that of sounding the Imperial note in the development of Canada. This was in the Duke of Devonshire's address at the annual banquet of the Commercial Travellers' Association in Toronto.

As to the future of Canada, he admitted that there must be some unrest, but he looked forward with confidence, and he also had great faith in the direct results to come from the activities of the League of Nations. He was proud of the part which Canada's statesmen played at the recent assembly of the league, and pointed out that it is the duty of Canadians as a whole to support their statesmen and to back up their attitude before the league.

Hon. Mr. Rowell and Sir George Foster also drew the travellers' attention to the fact that there is no greater organization in the Dominion for the spreading of the greater-Canada gospel, and while recognizing that the preaching of patriotism was really unnecessary before such men, the occasion was used as one to remind the travellers of the work they can do.

BUSINESS IS GOOD

A visit to Canadian wholesale houses is about the surest way of dispersing the blues in regard to business conditions. One distributor makes the assertion that never in the history of his business has there been such early buying on the part of retailers. There is, of course, an explanation for this in the fact that hard times have run their allotted course. Human nature tends always toward optimism and business men have taken the stand that 1921 must be a good year.

A large Toronto house, however, gives a better reason for the impetus that has been given to trade. It claims that the mild winter and early spring have been particularly advantageous to the stationer. That the trade is looking forward to a long season this year is evident from the large supply of sporting goods which has already been ordered.

Another distributor explains that this optimism is due in great part to the encouragement which a good range of stock gives the buyer. For the first time since 1914 the wholesaler can offer the trade a variety that is worth while. The Wm. Croft & Sons Company has, for example, seventy lines of steel fishing rods. Stationers are paying more and more attention to this line, which is brisk just now with the approach of spring fishing.

Despite the propaganda which has been carried on against fireworks, more of these have been sold since the beginning of the year than ever before. Most retailers have their stock for May 24 already and some have placed orders for delivery for July 1. Several clever and artistic features, which are absolutely new, are shown in fireworks.

The season for marbles and skipping ropes came in so early this year that many late orders have not yet been filled. It is expected, however, that there will be a sale for these right up until June.

There is a widespread tendency to specialize in balls. They are seen all the way from little Jack balls retailing at two cents to fancy colored ones which sell at $1.50. Japanese balls for young children are selling well.

Toy balloons are made in attractive shapes—watermelons, bag-pipes and airships are among the favorites.

One firm which refuses to believe that the Canadian public are willing to buy German toys showed Bookseller and Stationer a range of dolls made here and in the United States which rival anything sent over from Europe even before the war. These dolls are beautifully dressed and well-made.

Fishing tackle offers the stationer good business this year. Floss porkrind bait and red and green loop casting baits are new lines which are said to be just the thing the fisherman has been looking for.

For the stationer who specializes in ivory goods at Christmas time, there is a good opportunity this year, as travellers are showing their fall lines at lower prices. The manicure roll promises to be a leader in this class of goods.

Book Business Is Healthy

The brisk state of the book trade in Canada as evidenced by Bookseller and Stationer's reports from retailers in all parts of the country is true of the book trade across the border as well.

Alexander Grosset, dealing with this subject, said that the most satisfactory phase of daily business was the unanimity of the reports coming from the salesmen, showing that retail sales were running ahead of the same period of 1920.

Apropos of this he felt confident of being well within the bounds of conservatism in saying that the retail book business was in an unusually flourishing condition.

"All this is just a further confirmation of an opinion I have held for the past two and a half years," continued Mr. Grosset, "which is that an indefinable something during that time, or since the war, has come into the book business which has placed it on an entirely different and more favorable plane from that of former years. I firmly believe that the public is showing more interest in and buying more books than ever before, and 1921, despite the depression in a great many lines of business, certainly seems to be going to prove a very good book year.

"Should we not, therefore—all of us—shake off whatever lethargy there may still be lurking in our systems and 'go after' business with a vim? The opportunity is here, if we only have the energy and enthusiasm to grasp it."

Crepe Papers in Window Displays

PRACTICALLY all stationers are now very much alive to the fact that their windows are about their best advertising medium. The better the displays, the better will be the results from this form of advertising. Crepe paper has the advantage that it is inexpensive, comes in a large variety of colors and is invariably carried in stock so that it is easy to get and can be procured at wholesale price.

Crepe paper also comes in fancy designs, and those designs that are decorated in illustrations suitable for Easter, St. Patrick's Day, Dominion Day, Thanksgiving, Hallowe'en and Christmas are wonderfully appropriate for use in the windows on those occasions. Practically any color scheme can be worked out on account of the great variety of colors procurable in crepe paper.

There are many ways of using crepe paper both as a fancy background and as a covering for the window floor. A good trim can be easily arranged by filling in the background with a sunburst effect of narrow widths of crepe paper. This effect is produced by bending a narrow strip of wood in arch effect and fastening it to a narrow board that runs straight across the window several feet from the floor. From this curved strip of wood, narrow strands of crepe paper are brought to the centre of the cross-piece, very much resembling the spokes of a wheel. The curved strip and the straight piece of lumber are both covered with the same width of crepe paper ribbon—about two or three inches wide.

The space between the floor and the straight piece of lumber is now filled in with a series of full widths of crepe paper and each width is then pulled in at the centre and fastened by means of the crepe paper ribbon.

If desired, one can fill the entire space back of this background with another color of crepe paper, or it can be left open so that the salesman can reach into the window to take articles out of it. The side walls of the window can be covered with crepe paper in alternate colors. The same effect extends over the floor as a floor covering.

All the edges of the crepe paper might also be pulled out in ruffled effect which gives an unusually pleasing and graceful appearance. All this is addressed to stationers about the use of crepe paper in their own window displays. There is also the question of the selling of this line to other merchants for use in the trimming of their windows. Special attention to this will lead to many additional sales which will lead to repeat orders at regular intervals.

The Truth About Some Show Card Courses

IN the daily papers there appear at times advertisements soliciting show-card students. Great possibilities are pictured as to the incomes to be derived by show-card writers, and it is also pointed out that big money can be made while learning, absurd sums being mentioned—absurdly high even for the best in the business. Of course such advertisements are but bait held out to attract correspondence which gives even more glowing accounts of the possibilities of show-card writing. These results, though, it must regretfully be stated, are only obtainable through their "teach 'em quick methods." At least this is what they claim.

The absurdity of these advertisements is so apparent that it is to be wondered at that so many are taken in by them. In the first place these courses are supposed to put the student through from start to finish in a few weeks. But who ever heard of a man being taught in a few weeks what it has taken others years to accomplish?

In the second place, where are the positions for exclusive card-writers to fill? They are not to be had. If all the students taken on were to become card-writers the market would soon be so deluged with "free lancers" that few would make even an existence at it. These remarks, be it rememebred, are aimed only at those who have these "get-rich-quick" ideas, not at the correspondence schools that are running straightforward business propositions.

It is true that some people learn things more quickly than others do, but generally speaking, one must take a reasonable length of time to learn each step in card-writing to get the theory and the practice, the latter being the main essential to give the writer speed and fluency in the work.

So, rather than take those so-called quick courses, let the student find out the proper kind of brushes and get a set of three red sable writers, Nos. 5, 6 and 7, and if he cannot get some good man to give him a few pointers, let him observe the work of an accomplished man. He can learn a great deal by this observation. Then it remains for him to practise and keep on practising.

The person who can put his work into actual use is the one who will advance the quickest in the work. For instance, if the student is a salesman he can obtain practice by doing the small price cards of the store, gradually working into the larger work. If he is a window-trimmer or an advertiser, the opportunities are right with him.

GREETING CARD DOLLS

Charming in make-up and with a decided novel tinge are the new greeting card dolls which jobbers are now showing.

Greeting dolls are absolutely new and are designed to be sold as a gift, or favor, for holidays or special occasions. They are hand-made, hand-painted, stand alone and have movable arms and legs. They are packed in individual boxes with an appropriate verse for each printed on the lid.

There is one number that is a greeting and calendar combined—the New Year doll—the small calendar pad being attached to the doll's breast.

While these dolls are attractive and dainty in appearance, they are substantially made.

"The Wolves of God and other Fey Stories" is the title of Algernon Blackwood's book to be published this spring.

Warwick Deeping, whose "Lantern Lane" was recently issued, is one of the few medical men who are also novelists. He served in the R.A.M.C. during the war, and besides indulging in all sorts of sports, is a lover of gardening and all out-of-door work.

Call to Booksellers

A CALL is being issued for a preliminary meeting to be held at the Carls-Rite Hotel, Toronto, on Good Friday, looking toward the organization of an association of booksellers and stationers. Members of the trade intending to be present are asked to send notice to this effect as early as possible, addressed to F. I. Weaver, editor Bookseller and Stationer, 153 University Ave., Toronto.

Display Ideas for Selling Stationery

The Effect on the Customer Coming Into the Store Must Always Be Kept in Mind—Avoid Jumbled Displays

IN the selling of stationery counter displays are the things that count. This is a statement which is not meant to be startling nor even enlightening. It is one, however, which cannot be emphasized too strongly.

"Do you know," said a West Toronto merchant, "that my windows and my counters are responsible for 90 per cent. of my sales of stationery? I always make it a point to keep a few boxes in some advantageous spot and as the customers stroll around the store they stop, as a rule, to look over what is on display. Frequently a lady, waiting for her change, will look over the display, ask a question or two and then say, 'Well, I guess I'll take a box.' In nine cases out of ten that is all there is to it. It is a case of convincing and selling by sight."

"In the weeks when I make special drives and pile the boxes high on a counter," added this man, "the sales increase by leaps and bounds. I put on these drives at intervals, but I try to keep away from working the idea to death. A good thing can be killed with too much attention."

One big feature about the counter display is that it gets the people when they are in a buying mood. If the persons to whom the appeal is made via the counter were not in this mood they would not be in the store. It is not so very long ago that the counter display was a jumble of merchandise surmounted by a price ticket. Now displays are arranged with the direct object in view of imparting to each an air of marked individuality, due care being taken to emphasize the quality of the goods by appropriate settings. Particularly is this true with stationery. Any old kind of a showing will not do. With the better class lines a certain dignity must be associated.

Simplified counter displays are favored in many of the larger stores. Artistic simplicity instead of bulk is considered preferable by many display experts. In many cases the mistake is made of piling up the boxes in such a way that a formidable barricade is raised between the salesman and the customer. It is difficult for the salesman to secure and hold the customer's attention if he is continually dodging behind a barricade of boxes. It is somewhat disconcerting, too, to the customer, and it is most unsatisfactory to both parties. The sale may be made once the attention is aroused, but in such cases it is made under difficulties.

Aisles Between Displays

It is well to bear in mind that one display should not run into another. There should be aisles between these displays just as there are in the store. And a definite height or high-water mark should be fixed above which the display man may not build. The stationery should always be within easy reach of the customer and it should also be so arranged that a box or two can be taken out and examined without endangering the attractiveness of the display.

The carefully planned display offers an unlimited field for the exercise of a man's individuality. Suggestive salesmanship can also be worked here to advantage. If notepaper is required, a fountain pen or a bottle of fountain pen ink might be needed too. And so on all along the line of writing materials. Stationery might suggest a pen or a pen might suggest stationery.

Another point to be borne in mind is that the shelves of a store are there for a purpose. That purpose, in the main, is to sell goods through suggesting something to the customer. If the counter display hides the goods on the shelves the efficacy of the latter as sales mediums is impaired. Due care, therefore, must be taken not to build a wall in front of the shelves.

Aim at Refining Air

In conclusion, it is bad business to so load the counter that little or no room is left for wrapping-up purposes. There should be enough space left for the salesman to wrap up his parcel in an easy and dignified manner.

The smart individual display improves the general appearance of a store, imparting to it that air of refinement which is at all times an asset and eliminating the cluttered-up "warehousey" look from which some stores never seem to be able to get away.

High-grade stationery displayed under the soft rays of an artistic, indirect light is presented to the best advantage, as the light itself draws attention while the effect of the rays on the articles shown is soothing and distinctly inviting.



This illustration presents some practical display ideas.

NOVELTIES FROM ENGLAND

The manner in which British producers have come back after the severe handicaps suffered in the war years and the period immediately following is well illustrated in the new samples forwarded to Canadian selling agents for 1921 business. A notable example is afforded in the collections of art productions, such as greeting cards, calendars and various gift novelties, of E. W. Savory, Ltd., of Bristol, as opened last week in the Menzies warehouse in Toronto.

During the war period, Savory's put their studio and factory at the disposal of the War Office but their designing department kept right on designing cards, calendars and novelties, and as Mr. Menzies remarked to the editor, "It was worth waiting for."

Chinese embroidered calendars are something entirely new.

Old parchments actually used by notaries, some dating back to Elizabeth's reign, are used in many of the productions. Old law offices were ransacked to obtain these.

The gift novelties, into the production of which these old parchments have been worked, are numerous in variety and the same is true of similar productions in different textiles, art leather and imitation leather.

Religious Book Week

How it Can be Made a Productive Agency for Profitable Business In the Book Stores

HAVE you seen what the book trade across the border and one or two in Canada have been doing recently, with a view to promoting a greater sale of religious books? The movement has taken the form of emphasis being laid particularly on a special Religious Book Week, this falling this year on March 13-20. In the United States, where the trade is for various reasons much closer together than it is in Canada, rather extensive co-operation has been possible, and for this reason rather more publicity has been given the proposition there than on this side of the border.

However, within the last few weeks a series of special articles has been prepared covering various phases of the subject, which have been submitted to the Canadian religious papers. One of these, "The Christian Guardian," has gone so far as to make a special Religious Book Number for its issue of March 9. One publishing house sent some material descriptive of the special Religious Book Week idea, with a covering letter, to 2,500 or more of its preachers, making a special suggestion that one Sunday service on either the 6th or the 15th be given up to the urging of the reading of religious books, and suggesting further the opportunity of presenting regularly from the pulpit, or at the week-night service, a review of one of the outstanding new religious or theological volumes.

Booksellers will at once see their opportunity here. It would seem to be a good thing to plan for a window of such goods as are carried in stock — Bibles, hymn books, song books, prayer books, with anything else of a serious type which might seem to fall within the category of "religious" books. Again, it might be worth while to get in touch immediately with the local clergy, giving them some idea of "Religious Book Week" and its aims and letting them know that you are anxious to co-operate in every way possible.

While the difficulty of carrying a stock of religious books is appreciated, there is a class of not very expensive volumes which can advantageously be carried in towns of, say, a thousand population. Within the last year or two there has been an enormous wave of interest in work for boys and girls, this centering in Sunday schools, Y.M.C.A., Y.W.C.A., and other kindred bodies. In any town where this sort of thing is found there are dozens of people who are looking for helpful books. Again, where the church and young people's societies have been strongly developed there is a steady and large demand for books on leadership, programmes, methods, church finance. And further, with the rapidly growing Community movement there will be demand also for practical and theoretical books covering various phases of this idea.

Selling British Made Goods in Canada

Strong Organization to Take Up Matter of Fraudulent Trademarks—Montreal Speaker Believes That Tide Has Turned, and Feeling of Stability in Values Can Bring Business Revival

THE Canadian Association of British Manufacturers recently met in Toronto to discuss their problems. The retiring president, Geo. A. Marshall, and the newly-elected president, Major John Harris, intimated that steps would be taken to extend the activities of the organization to other centres of the Dominion.

Mr. Marshall, in his annual report, gave a resume of the work of the association, both in Toronto and Montreal, the Montreal annual meeting having been held on January 21. The work of the two associations being reviewed in this manner gave a wider scope of the activities of the organization.

"The association," said Mr. Marshall, "which was established in the early part of 1919 on the initiative of H. M. Trade Commissioners in Montreal and Toronto, has now a membership of over 200 representatives of the British trade in Canada, which development is due to your branch council members, trade section committees, and the valued assistance rendered through the good offices of H. M. trade commissioners. As outlined in our last annual report, the association, as members, has been strengthened considerably by the Federation of British Industries, which is an extensive organization dealing with British manufactures all over the world.



MAJOR JOHN HARRIS

President Canadian Association of British Manufacturers. Came to Canada in 1914 and saw military service in the Great War, rising from lieutenant to major. Decorated by the President of France. Also in South African War. Keenly interested in British trade in Canada. He is manager of the Nugget Polish Co., Ltd.

Customs Valuation of Invoices

"During the past year the question of the value of invoices for duty purposes arose, and in order to meet the suggesof the Toronto council were elected as follows: R. D. Harling, W. G. Patrick, W. Bruce Morrow, Arthur C. King, R. W. Paton, James Haywood and John Wilson. tions from various members a deputation consisting of Montreal and Toronto branches waited upon the commissioner of customs at Ottawa, with the result that the authorities decided in July last to accept for the purpose of appraising duty the pound sterling at the current rate of exchange. This is one achievement which the members, their customers and the British exporter should appreciate ,and I consider this action alone should justify the association's existence."

Election of Officers

The election of officers resulted as follows:

President of both Montreal and Toronto branches, Major John Harris.

First vice-president of Toronto branch, C. W. Beal.

Second vice-president, Harold Wilson.

The president of the two organizations, Toronto and Montreal, is elected alternately from these places, the selection coming this year to Toronto as it had the greatest paid-up membership. Members

News of the Trade

FREE SCHOOL BOOKS

R. L. Brackin, Liberal, West Kent, introduced a bill in the Ontario Legislature to provide free text books in schools. Dr. H. A. Stevenson, Labor member for London, introduced a measure to give commercial travellers the privilege enjoyed by railway men of voting prior to municipal election day. Mr. Brackin's bill was endorsed at a meeting of the Executive of the Great War Veterans' Association held at Chatham, Ont.

DEATH OF A. A. PERRY

The death occurred last month of one of the best known of Western Ontario booksellers and stationers in the person of A. A. Perry, Welland, Ont., who was generally known in the trade as Bert Perry. His death occurred suddenly while he was a spectator at a hockey match.

The late Mr. Perry conducted a prosperous business which he had established about fifteen years ago. Mr. R. A. Perry, who is in the same business in Port Colborne, is a brother.

LIVE BELLEVILLE STORE

Jennings & Sherry conduct a live retail business in Belleville, Ont., and when visited by J. Powers, a "Bookseller and Stationer" representative, last week there was a window display which compared most favorably with any of the windows in that city, all branches of retail trade considered. The same was true regarding the general appearance of this store.

Mr. Jennings is secretary of the Belleville branch of the Retail Merchants' Association and in conversation with Mr. Powers expressed himself as strongly in favor of the movement for the organization of a Dominion-wide association.

COMMUNICATION

Yorkton, Sask., Jan. 28, 1921.

Bookseller and Stationer:

I wish to heartily endorse the criticism of A. H. Jarvis in reference to the constant delay we have in receiving invoices for goods sent by mail or express. We have had shipment after shipment from Toronto, Winnipeg and Vancouver, waiting three to twelve days for the invoice to arrive. This we found especially annoying during December. It seems strange that some slip cannot be put in the parcel giving prices, etc.

Trusting others will also voice their protests in this matter with Mr. Jarvis and myself.

Yours truly,

John R. Merritt.

FIRE AT MOOSE JAW

Among the trade visitors to Toronto from the West in February were Pearce and Stephens, whose store was destroyed by fire early in February. This is the business formerly conducted under the name of the Nixon Book and Wallpaper Store. An unfortunate circumstance in connection with the fire was that about $2,000 worth of new wallpaper for spring had just been passed into stock.

Mr. Pearce is the book and stationery man, while Mr. Stephens is the wallpaper specialist. They were obliged to do extensive buying because the proportion of stock salvaged from the fire was not very great.

APPOINTED SALES MANAGER

The Moore Push-Pin Company of Philadelphia, Pa., has just appointed W. B. Milnor as sales and advertising manager. Mr. Milnor is a Philadelphian by birth and was formerly associated with the advertising division of the Curtis Publishing Company. Later he became advertising manager for Lever Bros. Company, Ltd., and recently was advertising manager of the Pyralin Division of E. I. du Pont de Nemours Co., Inc. Mr. Milnor is well informed as to the various fields through which the Moore products are sold and his sales knowledge should prove most effective in further advancing the interests of his new connection.

COMMERCIAL ETHICS

The following canon, adopted by the National Association of Credit Men at their convention in Atlantic City, is worthy of careful study by every responsible merchant:

"The healthy expansion of commerce and credits, with due regard to the preservation of their stability and healthfulness, demands an exact honesty in all of the methods and practices upon which they are founded. Advertising is an important feature in business building; it should win reliance and never cover deceit; it should be the true expression of the commodity or the service offered. It must be deemed, therefore, highly improper and unethical for advertisements to be so phrased or expressed as not to present real facts, and either directly or by implication to mislead or deceive. In this department the finest sense of honesty and fairness must be preserved, and the right relations of men with one another in commerce and credits clearly preserved."

Tom Henderson, of Henderson Bros., booksellers and stationers, Oshawa, Ont., was a member of the Canadian curlers who made a triumphant tour of Scotland this winter.

Big business in both books and stationery is enjoyed by Beattie-Noble, Ltd., of Cranbrook, B.C. A large electric sign draws attention to the fact that this company is out for business.

Bookseller and Stationer is in receipt of a copy of the graphic section of the Dayton, Ohio, Daily News for Sunday, Feb. 6, with the two middle pages of this rotogravure section devoted to illustrations of the National Cash Register Company's recent Hundred Per Cent. Club convention in that city, where this company's U. S. works and headquarters are located. It is interesting to record in this connection that these great works occupy a total floor space of forty-four acres. Nearly 6,000 men and women are employed.

Winnipeg, Feb. 4.—On the evening of February 1 the management of the Russell Lang Co., Ltd., entertained the members of its staff.

Meeting on the river at eight o'clock the party enjoyed tobogganing for about an hour, afterwards proceeding to "The Cabbage Patch," where refreshments were provided. About thirty sat down, presided over by the president, L. L. Lang. A vote of thanks on behalf of the staff was proposed by the manager, S. R. Snyder, to which Mr. Lang, also R. J. Lough, vice-president, replied, thanking the staff for their co-operation during the year just closed.

Corsage bouquets of carnations and roses were presented to Mrs. Lang and Mrs. Lough.

Dancing concluded a very enjoyable evening.

The members of the office staff include the following: Mrs. Lucas, Phyllis Dowling, Isabel Fenton, Mrs. Dollery, Jennie McMaster, Annie Fenton, D. Reid.

The members of the store staff under Mr. Snyder's management are as follows: Mrs. Young, Mrs. Joss, Mrs. Gibson, Elsie Mercer, Mrs. McMurray, Mrs. Donaldson, Miriam Farr, Rose Abramovitch, J. Lineham, H. C. Williams, Jim McDougall, D. M. Gorman, A. H. Lasker, M. Bronesky, J. Wilson, Geo. Fisher, Geo. McDougall, Paul Johnston, Percy Taylor, I. Shinewald.

Foresees Canada's Great Future

Another Big U.S. Manufacturing Concern Establishing Plant in Toronto—Merger of Interests With Sinclair-Allen Co. as Eaton, Crane & Pike Co., of Canada

ABOUT three weeks ago Col. H. W. Eaton and Mr. C. C. Davis, treasurer and vice-president respectively of the Eaton, Crane & Pike Co., Pittsfield, Mass., spent several days in Toronto making a thorough survey of manufacturing conditions in Canada as applied to the fine stationery industry, with the result that they were much impressed with the great possibilities of manufacturing the Eaton, Crane & Pike line in Canada.

Before leaving Toronto negotiations were entered into with Messrs. Sinclair and Allen for the amalgamation of the Eaton, Crane & Pike Co.'s business in Canada and the Sinclair, Allen and Co.'s interests, which culminated in a meeting of A. W. Eaton, president; Col. W. H. Eaton, treasurer, and C. C. Davis, vice-president of the Eaton, Crane & Pike Co., and Messrs. Sinclair and Allen at the Canadian Club of New York City, resulting in the organization of the Eaton, Crane & Pike Company of Canada, Limited, and application for a charter for the new company will be made immediately.

Norman Sinclair, who has spent most of his life in the fine stationery business, will be president of the Canadian company. Col. W. H. Eaton, treasurer of the Eaton, Crane & Pike Company, of Pittsfield, Mass., who has for the past twenty years made a comprehensive and thorough study of factory production of stationery and is recognized as an efficiency expert, will be vice-president of the Canadian company.

The sales end of the Canadian company will be under the direct management of Thomas Allen, who has long been among the most prominent book publishers in Canada and recognized as a pastmaster in salesmanship, who will have the close co-operation of C. C. Davis, treasurer of the Eaton, Crane & Pike Company of Pittsfield, director of sales and advertising for the Pittsfield company, who will be the other director of the Canadian company.

The Eaton, Crane & Pike Co.'s advertising activities, with the formation of this Canadian company, will now become international and wider in scope than heretofore.

The trade will be pleased to learn that H. G. Popham, better known as "Pop," is to continue on the road with the Eaton, Crane & Pike line, with which he has been so conspicuously successful.

Canadian Industries Expanding

Some Data in Connection With Developments in the Canadian Manufacture of Art Papeteries and Christmas Greeting Cards

PREPARATIONS for the annual spring exhibition of holiday trade lines are being actively pushed forward for the opening, which takes place this year on March 7, to last six weeks at the warehouse of the Copp-Clark Co. in Toronto.

Hugh Young and Roy Stiff, who have charge of the papeterie and greeting card lines, respectively, were ready betimes with their displays, each of which occupies a separate room, these special displays being restricted to lines of the Copp-Clark Co.'s own manufacture. In the case of the holiday papeteries the range is vastly greater in assortment than last year and introduces some decidedly novel ideas entirely new to the trade, being originated under Mr. Young's supervision.

The "Twilight Tints" series has been extended by the addition of a number of new shapes, designs and sizes, ranging from one quire up to six quire boxes. One new idea that is eliciting highly favorable comment is the papeterie of large flat size with the writing paper in loose rolls of four different delicate shades, the envelopes to match being packed in the middle space. This papeterie has great display effect and will be useful in that connection for window displays or displays inside the store.

Large feathers with steel pens, similar to the old-fashioned quill pens, are included in several different papeteries, being dyed, in each case, to harmonize with the color of the paper. This year for the first time this firm is making papeteries in which the envelopes are lined with colored art stock, an original idea being that this lining is identical in color and design with the fancy paper forming the covering of the boxes. This line is called the "Recherche."

Another new idea is the series of "Landscape" papeteries, these being large papeteries, oblong in shape, with hand-colored landscape prints appearing on the lid of each, the effect being most pleasing and artistic. The stock in these boxes harmonizes in color with the outside appearance and the envelopes are narrow and distinctive in appearance, which effect is added to by the art ribbons with which they are tied and the borders on the envelopes and notepaper, these being in harmony with the whole color effect.

The Cards

The large variety of the different assortments constituting this new made-in-Canada line of greeting cards is most creditable to the firm. Even in the lines to retail at five cents there are highly attractive folding cards with high-grade envelopes to match and designs in color, all steel die work, the lettering of the greetings also being die-stamped.

In the ten-cent assortment a strong feature is the big range of ribbon-tied cards. Another feature worthy of special mention is the fancy gold-beveled bordering on many of the cards made to retail at fifteen cents.

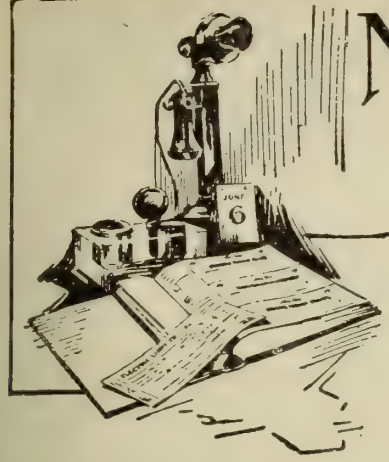
It will be appreciated that regarding goods of this nature it is hard to convey in cold type adequate ideas of just how the cards appear. To get that knowledge, the only way is to see them. The idea in this article is simply to record the news for the trade constituted by these developments in the Christmas card industry in Canada, a circumstance which is veritably a sign of the times and consequently of considerable significance to all members of the trade in this country.

To be Known as Photo Krafts Studios

Canadian Branch of Underwood and Underwood, of New York, Renamed—Under Same Management

Photo Krafts Studios, Limited, is the name of a new company organized to take over the Canadian Branch of Underwood and Underwood, commercial photographers, etc., New York city.

The business will be conducted as heretofore, there being no change except in the name, the Canadian company being under the management of F. E. Ritchie and supervision of Miss J. M. Hinman, who has been in charge of the business for Underwood and Underwood in Montreal since its inception. It is intended, if possible, to give a still better service in all branches of the business, supplying art subjects to manufacturers, retailers.



Novel Schemes That Have Helped Business

SATURDAY MORNING SPECIALS

Toronto, Feb. 5. — McAinsh & Co., Ltd., advertised a "Saturday Morning Special" following the conclusion of their annual inventory. This is the first of a series announced as follows:

"Each Saturday morning we intend introducing some special feature. This week, in connection with our reference book department, we are giving a little benefit on a really new handy form dictionary, suitable for home, school or office. It is unlike any other dictionary because it includes all the words in common use, and hundreds of new ones which have recently come into the language. Every word is clearly defined and the meaning instantly understood. It is profusely illustrated and has some full-page colored plates. Besides the dictionary proper it has an appendix giving mythological and classical names, business terms, abbreviations, tables of weights and measures, etc. Bound in full limp keretol, with marginal index. Saturday morning special price, $1.89."

MOVIES AND BOOKS

On the Great White Way, in the very heart of New York's theatre district, blazes a huge electric sign which reads "THE INSIDE OF THE CUP — taken from the world famous novel by Winston Churchill." This sign advertises the photoplay which is showing at the Criterion Theatre, but it also most effectively advertises the book. Think of the millions of people who see this sign in the course of a week—New Yorkers and visitors from far and near who make a particular point of seeing the lights of this Great White Way, and to whom these electric signs are matters of great wonder and delight. They not only read them, but talk about them to their friends. This is only one example of the wonderful advertising the movie people are doing all over the country. Think of the tremendous chance the booksellers have to benefit by this publicity.

They should arrange with local exhibitors to co-operate in linking up the book and the photoplay whenever a picture is shown that is obtainable in book form. One of the movie advertising cards will make a good window-piece for the book on display.

KEEP YOUR PROFITS CLEAN

Better than big business is clean business.

A clean profit is one that has also made a profit for the other fellow.

Any gain that arises from another's loss is dirty.

A man who makes a habit, every deal he goes into, of asking himself, "What is there in it for the other fellow?" and who refuses to enter into any transaction where his own gain will mean disaster to some one else, cannot go far wrong.

The only really charitable dollar is the clean dollar.—Current Opinion.

SPECIALIZED BOOKSELLING

Specialization in bookselling will lead to greater volume of sales all along the line. Opportunities for such intensive bookselling are afforded by the appearance just at this time of such a volume as "Chick Evans' Golf Book," which will sell readily to the growing armies of golfers everywhere in Canada. The great volume of sales of books about motor cars, increasing each year, with the increasing number of motorists, is another success that attends specialization, and so with children's books during Children's Book Week, and religious books during Religious Book Week, coming this month, which receives special attention elsewhere in this issue.

Winnipeg, Feb. 14.—The Winnipeg Book and News Limited uses two column newspaper space, four inches deep, to advertise their store to the Winnipeg public. Besides periodicals, the stock includes books and stationery sundries.

At Eton a short time ago a boy, writing of the poet, Milton, said:

"Milton was a great poet, who wrote 'Paradise Lost'; then his wife died and he wrote 'Paradise Regained'."

Here's a Lead For Dealers

Need For Greater Individual Usefulness in Office Forces Opens Up Big Field For Selling Office Equipment

Written for Bookseller and Stationer by A. Benfoot

MANY offices are making changes and reducing their forces and therefore are carrying a heavier load per desk than they have been carrying in the past and this makes it necessary to have more efficient methods of handling the work. I do not believe that dealers as a whole appreciate the possibilities of the present situation in this direction. When men are keen to cut expenses is the best to show them all really practical time saving devices.

It seems to be a fact just now that offices are reorganizing and making a large number of changes, due to the fact that during the war many men of minor ability got into major positions, and that their ability or lack of ability was not manifested during the war and reconstruction period, because it was not a matter of selling or of getting business but merely a matter of making excuses. Men even in high positions did not have an opportunity to demonstrate ability.

Desk organization is essential to the efficient use of office ability. No office worker can afford to have his desk look like an advertisement of inefficiency, even if he or she must buy the work-organizers out of their own pockets.

There is an article in the February American Magazine, "Are They Shaking You Up or Down," which suggests the possibilities of real selling effort on good office equipment at this time. Dealers should impress on their customers the fact that they must organize their desks if they are to be efficient, and that every worker must be efficient to hold his job. Every man is now being measured by results — office managers and executives included.

This is the day of qualified workers. During the war, "little" men got into a lot of "big" jobs, but now they are rattling around like lone peas in tin cups. These men simply must become efficient or "back they go to the bush leagues."

It is the stationer's opportunity to help firms with meritorious office devices.

Where Does the Publisher Get Off?

His Rights Are Seldom Respected in the Matter of Contracts — Expected to Reduce His Rates and Give Better Service at the Same Time — Time That the Space-buyer Played Fair With the Press—Mutual Benefits Will Follow.

LAST May there was a director's meeting called by one of the leading farm paper publishers. The record of business booked was submitted. It showed a splendid volume of advertising lined up for 1921, in fact, it was one hundred and two per cent. better than ever before.

The president addressed the meeting as follows:

"Boys, now that they are coming our way, we should do the things that are necessary to put this paper so thoroughly 'over the top,' that its supremacy can never be disputed.

"Let us invest this splendid income in making improvements that will give the advertiser the best proposition there is for the money in our field. Let us make it so good that there never can be any question about his coming back."

Accordingly, plans were perfected for a 20 per cent. increase in circulation. When this circulation was assured it was decided a new press would be required and it was ordered. To give the additional room and other proper facilities for good press work the floor space had to be greatly increased, hence the purchase of a building.

It also seemed, not only advisable, but just the right thing, to make a contract for a better grade of paper, and the extra amount necessary for this 20 per cent. increase added about $85,000 to the paper bill.

The next stop was to increase the editorial service by the employing of two college professors. These men were engaged under contract to fill a larger paper.

Finally, a Research and Dealer Help Department was installed at a very considerable expense.

These directors planned to do the things that are most wanted by the advertiser, the advertising agent, the representative and even the reader of the paper, and those plans were made as a result of business actually booked.

All this in the month of May. Presto! Change! The tide turned. "From them that hath not shall be taken even that which they have." Instead of getting the expected and usual amount of fall orders, added to the surplus on hand, in comes a string of cancellations.

Biff! Bang! Smash! Who cares for the publisher? "Truly we gave him a contract, but what of that? Cancel it —we don't think we can use the space to advantage." Not one in a hundred even grant the courtesy of an explanation. It is just a case of cold-blooded indifference to the publishers' rights or the value of an advertising agent's order.

What can the publisher do? He is under contract for his extra circulation. He is under contract for his extra housing facilities—his extra printing equipment and his extra paper. He cannot discharge his editorial force, neither can he discontinue his Research and Service Department. These improvements, made very largely in the interest of a better product for the advertiser, must be carried on.

January first appears on the horizon. Mr. Manufacturer and Mr. Agent take stock of the 1921 prospects and then they jointly decide that Mr. Publisher must reduce his rates to a pre-war basis or get no business. Yes, the decree has gone forth from a very considerable number, and it goes forth without the slightest assurance of what the support would be were a reduction made. Simply a question of "We insist upon lower rates."

There is no recognition of an improved service on the part of the publisher. There is no recognition of the fact that the farm paper publisher was the last of all commercial industries to raise prices, and then never raised them in proportion to the increase in cost of production.

There is no recognition of the fact that the publisher cannot reduce his overhead as can be done in other lines of business. There is no recognition of the fact that the publisher is probably the most decided loser by this epidemic of "cancellitis." Still he must go on—his issue must come out—he is under contract to his readers to supply a specific article, of a standard quality, and there can be no let-up, no matter what the advertising patronage may be.

There is no consideration of the fact that for years and years the press of this country has struggled and struggled through all kinds of hardships, until it put the very foundation under commercial America.

Let the space buyer play fair—be reasonable with the publisher. If you want to suck the blood out of business, starve the press. If you want to put out the fires under the boiler of your own industry, stop your advertising. If you want to cripple the express, the postal, the freight and the railroad service of the United States, stop your advertising. If you want to dull the intellect, cease to educate the buying population of the United States and spread pessimism, then withhold your patronage from the press.

the glorious sunshine of business prosperity throughout the length and breadth of this land, jump to the front with the determination to do your part in its promotion. The surest way you can do that is by giving the publisher what is necessary in advertising patronage, and at a profitable rate, thus enabling him to put forth an optimistic, confidence-inspiring and trade-building enthusiasm that will compel business development.—Reprint from Printers' Ink, issue of January 27, 1921.

RETAILERS ARE GREAT FORCE

The day of the "force the dealer" campaigns, with the dealer's legitimate profit sacrificed to allow for the greater selling expense of manufacturing concerns, who believe in that fallacious method of merchandising, is almost at an end. The spirit of co-operation between retailer and wholesaler is growing stronger, with the increasing conviction that all members of the trade—manufacturers, wholesalers and retailers—have interests in common and each must help the other to function with the highest degree of general efficiency.

Speaking of a section of advertising men who are still behind the times as regards this modern aspect of retail selling, H. T. Hunter, speaking before the Montreal Publicity Association, said:

"There is a class of advertising men who have accepted the dealer as a necessity, but have made no effort to co-operate with him. I refer to the Force the Dealer crowd. Few men to-day would want to admit that they belong to this class, but judging by the action and advertisements of some firms I am afraid the species is not yet extinct. These men forget that if they could force the merchant to handle their goods that this in itself would prove that the merchant had no personality, and no influence, in his community. If this 'force the dealer' crowd were right in their methods they should get together and establish 1,000 or 10,000 distributing centres. But I'll tell you why they do not do this. It is because they want the independent recommendation of the man who, over a period of years, has secured the confidence and goodwill of the community. Moreover, they want his recommendation as a specialist. Now gentlemen, you cannot have both. You cannot run with the hare and hunt with the hounds. You cannot have a man with a reputation as a specialist and at the same time an automaton or a slot machine, whose sole business is to wrap up the goods he is asked for and make the necessary change.



Books

SELLING HELPS

The "Buy a Book a Week" campaign is being carried forward with uninterrupted enthusiasm across the border. Sales helps are plentiful. One of the most recent is a series of streamers for windows put out by one large publishing house. These streamers are printed in three colors, a new one being brought out each month, a practice to be continued throughout 1921. Speaking of the use of these streamers, booksellers were addressed as follows:

"There is one point we want to emphasize in the use of these streamers. They are intended for pasting right on the window where they will attract the attention of the passer-by; — weather permitting, we would suggest that they be pasted on the outside of the glass, where they cannot fail to catch the eye. Here they will arouse interest and create comment—in other words, it means more business to the user."

A number of these helps have been supplied to Canadian booksellers and they will no doubt be increasingly in evidence on this side as information regarding them is disseminated.

The slogans appearing on these streamers, one on each, are as follows:

"There is a book for every mood."

"A book plus an easy chair equals an evening well spent."

"A wholesome and stimulating tonic for the tired man."

Conspicuous on each is, of course, the chief slogan: "Buy a Book a Week."

BOOKS FOR MOTORISTS

The driver and his car are partners in an interesting and very definite undertaking. The car with certain provisos promises to carry the man and his impedimenta from place to place. The owner objects to messing around with greasy tools and just keeps going until the inevitable breakdown occurs and he finds himself being played at the end of a towline heading for the service station.

The owner of a car should, in his own interests, take trouble to learn enough about the mechanism of his machine to be able to anticipate breakdowns and to know just what he can do himself and when he should appeal to the mechanic, says a writer in the special Automobile Section of the Toronto Globe of February 26. There are numerous good books written simply, giving plain and definite instruction on the driving, care, upkeep, repair, maintenance, etc., of motor car. A recent visit to McAinsh's book store near the corner of College and Yonge Streets, Toronto, revealed a section devoted to these instruction books, and no doubt they are to be had in book stores generally. Most of the parts and most of the principles involved are common to the different makes of cars, and a good working knowledge may be had in a few hours' reading.

KEATS CENTENARY

The centenary of Keats was observed at Hart House, Toronto, on February 23, attracting a large company. A feature of the programme was the reading of an original "Ode for the Keats Centenary," by Duncan Campbell Scott.

BOOKS RECEIVED

"The Victory at Sea," by Admiral Wm. Sowden Sims, is one of six which Life has chosen as the best current books. The selection covers a wide field, history and biography as well as fiction.

Grant Overton's now novel "World Without End," which has just appeared, like his first one, "Mermaid," is situated on the green salt marshes of Long Island. The sea permeates all of Mr. Overton's work. When a young man, he shipped before the mast from San Francisco to Edinburgh, making the passage around the Horn, and the romance of it has lingered with him.

From John Long, Ltd., London, England, have come copies of new two-shilling editions of "Queer Little Jane," "Mollie Deverill" and "Enchanted" by Curtis Yorke; "Alton of Somasco" and "Alison's Adventure" by Harold Bindloss; "The Mystery of Three Fingers" by Marie Connor Leighton; "The Great Gay Road" by Tom Gallon and "Love on Smoky River" by Theodore G. Roberts.

THE BEAVER

Ernest Thompson Seton, the Canadian naturalist and originator of the American Boy Scouts, whose books for boys have done much to awaken a love of nature and knowledge of wild life, says in reference to Major A. Radclyffe Dugmore's "Two Boys in Beaverland": "It is the best story on the beaver I have ever read — wonderfully interesting and absolutely accurate—and a most valuable contribution to the literature of the northern wilderness, the kind I hungered for when I was a boy and, alas! could not get."

BEST SELLING BOOKS IN CANADA

Fiction

Mysterious Rider Grey	127
Valley of Silent Men Curwood	50
Top of the World Dell	48
Jacob's Ladder Oppenheim	35
Main Street Lewis	28
No Defence Parker	18

Non-fiction

Now It Can Be Told Gibbs	100
Outlines of History Wells	91
Autobiography of Margot Asquith	62
Abraham Lincoln Drinkwater	30
Westward With the Prince of Wales	20
Skinner Makes It Fashionable Dodge	20

CHICK EVANS, AUTHOR

An interesting book that has just come in for review is "Chick Evans' Golf Book," published by the Copp-Clark Co. Chick Evans, who is the present United States amateur golf champion, began twenty years ago to collect material for this book, which he finished this winter.

The persistency which has marked his career on the links is reflected through the 400 odd pages of his book. He left nothing to chance. With him it had to be "shown." Results alone counted. A style, backed by years, was dropped in a day if a new style contributed to the clipping of a stroke off the course record.

A remark overheard by him on the links while a caddie that his persistency would make him a champion was never forgotten. It was that as much as anything else which started him on his "notes." In time this accumulated information brought him title after title, at home and abroad, and eventually made him the lone American possessor of the golfer's "Double Crown."

The printed page has now made a permanent record of what Chick saw and learned during the transition period of the game. Fortified by the mass of material, biographical, historical and technical, he has written a book unlike any which has gone before. The story brings out in vivid style, not only the picturesque career of the author who, with pure doggedness and without a single golf lesson, made himself a champion, but historically and technically it is invaluable.

What twenty years of golf has taught has been boiled down by Chick into two chapters on instructions. "Shots and How to Make Them" and "Clubs and How to Use Them" tell it all. Explanatory photographs embellish the text. There are sixty-five of these full-page illustrations.

Assimilating Foreign Element

Public Libraries Doing Great Work in Enlisting Foreign-Born Children as Readers—Future Book Buyers

MANY interesting and significant facts are brought out in the annual report of Dr. Locke, chief librarian of the Toronto Public Library, which, including the different branches, now has a staff of over one hundred.

"The use of books during the year has been remarkable. The figures are 1,530,041, an increase of over 250,000. An interesting feature of this growth is that no new branches have been opened and hence it has had no artificial stimulus.

"The distribution is as follows: College 262,401, an increase of 36,000; Dovercourt 161,035, an increase of 20,000; Riverdale 130,841, an increase of 10,000; High Park 111,048, an increase of 15,000; Beaches 94,567, an increase of 13,000; Church 92,272, a decrease (the only one) of 4,000; Earlscourt 78,004, an increase of 10,000; Western, 75,403, an increase of 8,000; Deer Park 72,971, an increase of 10,000; Queen and Lisgar 68,067, an increase of 6,000; Yorkville 66,519, an increase of 9,000; Wychwood 63,431, an increase of 7,000; Northern 36,150, an increase of 7,000; Eastern 25,592, an increase of 6,000. Reference reports 192,140, an increase of 11,000.

"Books borrowed by boys and girls were 400,122, an increase of nearly 40,000. Books used by boys and girls in the children's libraries but not included in any of our reports of use of books 488,980."

Speaking of the influence of books on children, Dr. Locke said that children south of College Street were the best read in the city if their patronage of the library was a reliable indication. The value of this influence as militating against loose thought and talk was inestimable, he said. There is special significance in this because it is in the district below College Street in Toronto where the greatest proportion of foreigners dwell. This, consequently, is eloquent testimony to the manner in which the public library is helping along the assimilation of this foreign element with Canadian citizenship.

This is another indication of how libraries help the book trade, because this influence will tend to make these children buyers of books when they grow up to a far greater extent than would be the case but for this influence in youth.

In the hour of rest music will uplift in the strength and energy which music has given you.

FLAG AND FLEET

"There will be no deletion of any passages in the book without the suggestion or approval of the author," said Hon. R. H. Grant, when asked as to whether "Flag and Fleet" would be kept on, with "objectionable matter" removed. It is not likely that the book will be withdrawn from the list of books for supplementary reading, especially as it is now more widely read than before attention was drawn to it.

FREE SCHOOL BOOKS?

There seems to be a prospect of free school books being supplied to the school children of Ontario.

It is understood that at the Government caucus on February 15, R. L. Brackin's bill to provide free text books in schools was under discussion and difference of opinion as to the advisability of passing such a measure is said to have been expressed. There is no doubt as to Mr. Brackin's attitude. He declared to-day that he was going to press his bill and that this would not be one of the measures that would be withdrawn. He stated he had resolutions from G.W.V.A., labor and other organizations in favor of the bill.

Books on Industrial Problems

Booksellers Should Have Some Systematic Plan For Bringing New Books to the Attention Of Probable Purchasers

THREE important new books which have just come for review from the A. W. Shaw Co., of Chicago, are "Working Conditions, Wages and Profits," by C. W. Price and others; "The Management and the Worker," by George F. Johnson and others, and "The Way to Greater Production," by Homer Trecartin and others.

In the first of these are described the advantages and disadvantages of the various wage systems—day, piece rate, bonus, and so forth. The question of profit-sharing, too, is analyzed from the experience of a wide number of concerns—the reasons for success as well as failure are fully discussed.

The book is divided into three parts, twenty chapters, 254 pages. It covers thoroughly a wide range of timely subjects — getting greater output through proper working conditions, the loss by fatigue, savings by accident prevention, health from the dollars-and-cents standpoint, making welfare work pay, gains in the doctrine of thrift, how good housing pays for itself, the economic basis of wages, right methods of wage payment, the inside of profit-sharing, how to figure labor turnover, labor costs and losses, what to do about non-productive labor, a way to measure labor efficiency.

Labor's Attitude

In Mr. Johnston's book the big question faced is "What is the outstanding problem in labor to-day?"

Is labor undergoing a change of heart? Some manufacturers think so. With from 10 to 30 per cent. less help some plants are actually increasing their annual output. How this is being done is told complete in the "Management and the Worker." It also tells how to treat the human factor in business, how to build up a seaworthy labor policy, the mechanics of the labor policy, gives an example of "personal" management, goes into detail about employee representation, tells how a share in the management of a forty-man business worked out, describes fully the "house and senate" plan, tells what the Whitley Report proposes, relates experiences in employee ownership of stock, tells how an employer and the union work harmoniously together and reproduces in full the existing agreement. The book also treats in detail the common questions of labor routine such as adequate labor supply, hiring, training, labor department, and many other important routine subjects.

Greater Production

Greater production with diminishing forces is a difficult problem facing almost every manufacturer to-day. Production at high labor cost must be adequate to go hand in hand with the rapid decline in commodity prices. But how to get adequate production—that's the problem. To help deal with this situation was the inspiration of Homer Trecartin in his new book which deals with the actual results along this line accomplished by some of the most successful concerns in America.

Booksellers cannot read all new books. It's a physical impossibility. But they can keep in touch with what books of importance are coming out and should have some systematic method of bringing new books to the attention of prospective purchasers among their customers. Volumes such as these and other business and practical books each deal with some question or questions of vital interest to many men. To fail in telling these men about the appearance of such books is to miss many probable sales.

Promotion for George Smithers

Becomes Sales Manager for The Macmillan Co.—A Popular Appointment

WITH the rise of Hugh S. Eayrs to the presidency of the Macmillan Co. of Canada, promotion has also come to George Smithers, who now assumes the post of sales manager, which was held by Mr. Eayrs up to the time of the recent change.

Mr. Smithers is well known to the book trade throughout Canada, having been on the road selling books for over ten years, since the time he started out for Cassell & Co. He has always been one of the most popular men on the road. He is a salesman of ability, endowed with the qualities that well fit him for the larger responsibility that goes with the new post which he now takes.

Messrs. Eayrs and Smithers will undoubtedly make a good team, and the house of Macmillan is fortunate in having two such able, energetic and ambitious young men in charge of their interests in Canada.



GEORGE SMITHERS.

Mr. Smithers is at present on a trip through the West to the coast, but that ground will in future be covered by a new man to be announced later. As sales manager, most of Mr. Smithers' time will have to be spent at headquarters in Toronto.

ENGLISH BOOK NOTES

In racy, often amusing, language, the fascinating story of her amazing career is told by Madame Tetrazzini in "My Life of Song," while in sharp contrast to this volume is a book by Mrs. Philip Snowden, giving her impressions of many lands, incidents and people, and describing the appalling condition of the countries of Central Europe. "My Own Affairs," by the Princess Louise of Belgium, is a work which will command attention, especially as the author, the daughter of a king, makes some refreshingly democratic comments on men and matters, both pre- and post-war. A delightful book, called "The Riviera of the Corniche Road," comes from Sir Frederick Treves, Bart.; Miss Gertrude Page gives us "Jill on a Ranch," something in the form of a journal of Rhodesian life.

"The Salvaging of Civilization" is a new work by H. G. Wells, in which universality of education, of industry, of social, political and religious propaganda, of Government are presented.

Miss Olive Wadsley, an ever-popular author, contributes "Almond-Blossom," while Mrs. Baillie Reynolds appears with "The Judgment of Charis," a vivacious story in this author's happiest vein. E. Temple Thurston has produced "The Green Bough," an unconventional story of a very conventional set of people, which will be widely talked about on account of the great questions it raises; Robert Hichens is represented by "The Spirit of the Time," in which the author tantalizes the reader with a problem which he leaves with us; and Warwick Deeping gives us "Lantern Lane," a delightful romance around the Court of Charles II.

Miss Ethel M. Dell contributes some of the finest stories she has ever written in "Rosa Mundi, and Other Stories," all of which are thrilling and absorbing; Wm. Le Queux, in "Mademoiselle of Monte Carlo," provides one of his subtle and fascinating stories of mystery and tragedy, while the late Mrs. B. M. Croker's "The House of Rest" is a story full of incident which never flags. "Prince of the Palais Royal" is the title of Max Pemberton's book, which will be equal to anything this famous author has previously written.

EVERYDAY SELLERS

The old practice of treating juveniles in the same manner as used to be the fate of toys, i.e., putting them away out of sight after Christmas and keeping them hidden until the following Christmas season is almost obsolete. Nowadays the wide-awake merchant who is featuring these books from one Christmas right to the next is getting a steady volume of business for juvenile books all the year round. More and more the bookseller is coming to realize what an opportunity he has in this field, and more and more the parents are realizing the absurdity of limiting to one short season the buying of books for their children. The children have always realized it.

NEW BOOKS

Ackowledgement is due the Bobbs-Merrill Co., of Indianapolis, for furnishing the half-tones as appearing in this issue of six authors who are represented among the season's new books. Evelyn Van Buren's new book is "Zizi's Career"; Samuel Merwin is represented with another really big novel, "In Red and Gold," which is redolent of the Orient. Eric Levison's latest is another Doctor Lester story, entitled "The Eye-Witness"; Bernie Babcock's book is a tale of the Christ, "The Enemy of the King." The trade will recall the success of one of one of her previous books, "The Soul of Ann Rutledge." C. Alphonso Smith's book, "Poe and How to Know Him," is a scholarly and logical arrangement of what is best in the work of Edgar Allen Poe. Samuel McCord Crothers has given us a book which gives us the promise of its title, "Emerson and How to Know Him."

NEW METHOD EMBOSSING

The Ellis "New Method" Embossing is described in a special folder which gives examples of the actual work. The idea is for stationers either to do this work or take orders to be sent in for this service on the part of the patentee.



C. ALPHONSE SMITH.



SAMUEL MERWIN.



EVELYN VAN BUREN.



BERNIE BABCOCK.



SAMUEL McCORD CROTHERS.



ERIC LEVISON.

Lending Library Big Business Bringer

Something About the Proper Method of Conducting One in a Bookstore

A. D. FERGUSON conducts a successful lending library in his store in Macleod, Alta. This brings many people to his store who, in addition to borrowing books, buy other books and different items such as stationery, post cards, etc.

A well-managed library, experience has shown, is a source of continual revenue and profit, bringing other business and invariably attracting to the store the right class of customer.

Charges Must Be Enforced

Too often the space allotted to the library is some dark corner; the books are old and wornout, and probably every person using the library has read and re-read everything on the shelves. Now this is a mistake. A bright, well-lighted portion of the shop should be allocated for the purpose, and sufficient capital invested to provide a good readable selection of the latest novels. The takings from the library should be kept apart, carefully analyzed, and a certain proportion of overhead charges debited to the library as its contribution to the lighting, heating, rent and general expenses.

Some people think it is only necessary to buy a lot of old volumes that other libraries have used for years. It is folly to attempt to run a library on a rubbish heap.

And now a word as to the financial side. Carefully formulate your charges, and, having decided upon them, **enforce them**, and see that your assistants do so as well. **Enforce all charges for books kept over time.**

Insist on every borrower paying his or her correct charge. It is no use wasting time on people who decline to pay the proper charge for the use of the books, and there is no use paying good wages to assistants who do not collect the sums due.

Do not allow library charges to go down to account or to open special accounts for them. It is an old proverb that "Eaten bread is soon forgotten," and people have a rooted antipathy to paying for books they have read.

Don't deliver library books or you will find that you are expected to collect them also, and any delay in doing so will be charged to your door, and your customers will refuse to pay the over-time. You will therefore lose on both the swings and the roundabouts.

Always make a charge for books kept out over the time subscribed for.

Do not encourage subscribers who read special books. You will find these people are a constant source of irritation and no gain to you. You are compelled to get books which no one else will read and which in carriage and cost of subscription eat up all profit. The system of booking out and in should be efficient and kept up to date, and all books a week overdue should be sent after. The correct way to do this is by a printed notice, so that when the customer finally brings the book weeks afterwards, the full and correct charge may cheerfully be made, and insisted upon.

All books should be neatly and plainly labelled on the outside, showing the name and address of the library, and charges made for the loan of the books.

Any loose leaves in books should be carefully tipped in as soon as noticed. Once a book gets into bad repair, it should be withdrawn and sold for what it will fetch.

A good up-to-date library is a splendid advertisement for any good-class business. It attracts the right class of customer, and makes the shop a regular habit. When people get the habit of changing their books at one shop, it is more than likely that they will patronize the same shop for their fountain pens, stationery and a hundred and one things a stationer sells.

Given a good supply of books and a management that insists on the payment of the correct charges for the use of the books, and you will not only keep a library, but stand a fair chance of the said library keeping you.

Important Points in Income Tax Law

THE following enumeration of points to be remembered in connection with the amended Income Tax Law in Canada will help merchants to a proper understanding of their responsibility. At the present time when there are so many complications in various forms of taxation it is advisable to have the main points condensed and available for reference, as has been done by the Royal Trust Company, who enumerate the points as follows:—

Tax payable along with return, April 30 at least a fourth. Better pay half, to allow margin for errors, which are heavily penalized.

Form for return must be asked for, not waited for.

Companies and Employers' lists and Fiduciaries' Returns to be in by March 31.

Deferred Instalments due June 30, Aug. 31, Oct. 31.

Tax reckoned on income of calendar year, Jan. 1 to Dec. 31; or on a Company's year ended during that calendar year.

Confiscation of all unreported income, if understatement exceeds 20 per cent.; or half, if from 10 to 20 per cent.

Tax increased 25 per cent. if return is late.

Six months in jail and $10,000 fine for false statement.

Normal Tax, 1 per cent. on net taxable income up to $6,000, and 8 per cent. beyond that.

Exempt from Normal Tax only:—
- $2,000 if married or with dependents, of certain categories;
- $1,000 if unmarried, no dependents;
- $200 each for children under 18.

Surtax on incomes beyond $5,000 -rising from 1 per cent. on first $1,000 to 65 per cent. on all beyond a million.

Five per cent. of both taxes added if taxable income is $5,000 or more.

Exempt from both Normal and Surtax—
- War Disability Pensions;
- Tax-free Bond Interest;
- Gifts and Bequests;
- Life Insurance Proceeds;
- Certain incidental gains from turnover of capital assets outside the Taxpayer's regular business.

Expenditure to be deducted when calculating Taxable Income—
- General Business Expenses;
- Interest on Business Borrowing;
- Taxes, Insurance, Repairs, Depreciation, Mortgage Interest—own residence excepted;
- Payments for own Superannuation;
- Carrying Charges on Securities, not exceeding income therefrom.

Deductions from Tax—
- Income Tax paid to United Kingdom or other British Dominion, or to Foreign Countries if they reciprocate;
- Certain payments under Business Profits War Tax Act and Special War Revenue Act.

Partners pay -not Partnerships.

Companies pay Normal Tax, not Surtax.

Executors, Guardians and Trustees pay for Beneficiaries unable to manage their own affairs.

Accrued and Undivided Profits are Taxable.

Married Women with Separate Incomes make Separate Returns.

Farmers make Returns on Special Form.

CHESTERTON

G. K. Chesterton's remarks about the Jews in an address delivered in Toronto in February aroused the ire of Rabbi Brinker, who, in Holy Blossom Synagogue, made a stinging reply dealing at length with Chesterton's allegations, in the course of which he described Chesterton as a "Catholic fanatic."



Selling Points About Timely Books

BABEL

In Hugh MacNair Kahler's book, "Babel," published by Putnam's, the title is that of the first story in the volume. There are five others and all of them are original in the angle from which life is viewed. The scenes are alive with next-door neighbors and front yard episodes lending background to yarns well spun.

SHELLEY ILLUSTRATED

Shelley's poem "The Sensitive Plant," his little lyric sung in muted strains, has been illustrated by the English artist Charles Robinson with drawings and decorations as exquisite as the stanzas which they picture. The book in make-up, binding, paper and type scheme, in the production of its color and line illustrations, is a beautiful example of the art of bookmaking.

SONS OF THE SEA

Raymond M. Farland has done good work in this sea tale in which a King of Kingsport proves himself a worthy descendant of seafaring forefathers. The book, which the Putnam's have recently issued, is rich in romance and high adventure. It rings true and may safely be recommended to those readers who have a preference for tales of the sea that have the real salt flavor.

POLITICS

"Human Nature in Politics" by Graham Wallas comes from the publishers, Constable & Co., of London. It deals exhaustively and most interestingly with the subject, including such phases as political morality, representative government, official thought and aspects of nationality and humanity. This work was first published in 1908. The second edition appeared in 1910, of which there were four impressions and now comes the third edition with a few revisions.

MAUGHAM

In Somerset Maugham's new novel, "Black Magic," demonism and all those strange, creepy marvels that seem to contradict the laws of nature are the materials of the tale. Mr. Maugham tells his strange love story quite directly. Indeed his matter-of-fact treatment of the amazing events which lead to the discovery of the secret laboratory, where unspeakable and monstrous forms of life have been created, obsesses the reader with the power of a nightmare.

WALT WHITMAN SOUGHT BY COLLECTORS

Walt Whitman's manuscripts and first editions are now bringing high returns to the rare book dealers. Gabriel Wells, the dealer in fine books, has just sold the manuscript of the poem "After All Not to Create Only" for $1,500. The latter half of the poem is written on the reverse side of the stationery of the United States Treasury Department in which Whitman was a clerk at the time. Commenting upon the value of first editions of "Leaves of Grass," Mr. Wells says that they have doubled in value during the last five years.

FLOYD DELL

Nine years ago Floyd Dell, author of "Moon Calf," went from Davenport, Iowa, to Chicago in search of a job as a newspaper reporter. He applied to Managing Editor Leigh Reilly of the Chicago Evening Post. Another man, with an equally good record and recommendations, applied at the same time. In a quandary as to which man to hire, the editor offered to give them both a job and split the salary he had meant to pay one man into two equal parts. Both applicants jumped at the chance, and went out together, exchanging mutual congratulations. Three months later Mr. Dell was literary critic of the paper and the other man was signing articles on the sporting page.

NEW "CLEEK" STORY

The appearance of "The Riddle of the Mysterious Light," another of the famous Cleek stories, brings back the memory of its author, Thomas W. Hanshew, one of the most picturesque figures in American Magazine fiction. Hanshew, who died a few years ago, was an astoundingly prolific writer. He was a veritable fiction factory, but unlike his French prototype, Dumas, he did all of the writing himself. Stories fairly dropped from his pen and a 65,000-word novel in two weeks was child's play for him. Whether or not he wrote the later Bertha M. Clay novels, a controversy which has never been finally settled, his works would furnish several ten foot book shelves. After Mr. Hanshew's death, his wife found many manuscripts and notes in various stages of completion which she, who was in close sympathy with his work, was able to edit or develop into full rounded stories.

FOOTNER

Hulbert Footner, the Canadian author, has written a clever and exciting mystery story in his later book, "The Owl Taxi." This is one of the cleverest and most exciting mystery-detective tales Hulbert Footner has written. It has humor and action and romance. Also a very charming girl who masquerades in boy's clothing and makes an appeal to Gregory Parr which no man with a heart for adventure could possibly refuse. "Greg" embarks on an exploit in which peril and courage are nicely compounded with romance, and the ending is bound to be satisfactory to both hero and reader.

THE STRANGENESS OF TRUTH

"The temptation of an author who writes stories of adventure drawn from his own experiences, is to follow the truth too closely," says Henry Leverage whose recent romance "The Ice Pilot" is built upon one of the red blooded adventures of his own youth.

Born an Englishman and early transplanted to America, Leverage, when a boy, ran away from his home in Denver to the San Francisco water front. As cabin boy he shipped before the mast in the steam whaler Karluk, was marooned on the bleak Siberian coast, fought his way home again and for the second time shipped back to the Arctic.

STEPHEN GRAHAM

A writer who commands attention in everything he writes is Stephen Graham, from whom is to come this year "The Challenge of the Dead," written in a reminiscent vein, revealing his thoughts and visions as, in 1920, he stood once more on the battlefields of Europe amid the dead and the living, surrounded by ruin and reconstruction. It is a book with humor, pathos, philosophy, yearning, deftly interwoven with stern fact and noble deeds. Time has sent the author along the road of years, and now, looking back, he sees in proportion and perspective the evidence of things that remain, things that have gone, and the future as it could be for the war-scarred world.

"The Man Trap" is the title of J. Allan Dunn's new novel, which like "Man to His Mate" is a tale of virile adventure and romance.

"Mansions," by Hildegarde Flanner, is a much more serious venture, expounding in pleasing form a philosophy which should appeal to the younger and more vigorous generation. Just the play for a church concert or a "Young People's Society."

THE GREAT SECRET

Maeterlinck is writing a voluminous book on occultism and spiritualism to be called "The Great Secret." Of it he says: "I shall show by my documents that occultism preceded the religions of Egypt and India. This volume has necessitated many laborious researches and will be a work of very serious import."

FIRESIDE STORIES

In the preface of her book, "Fireside Stories for Girls in Their Teens," Margaret Eggleston says: "Workers with girls know this need of the girl and are constantly searching for stories that will appeal to her. It is because of this very need in my own work that I am sending out these stories, many of which I have told over and over to my girls. Most of them have been written because of special problems that needed to be met—problems peculiar to adolescence—problems found in every class and club of girls the country over."

TRAVEL

A new travel book is "This World of Ours," the story of a world journey by J. H. Curle. The colorful scenes flash by with the speed, the sharp outline and the drama of the cinematograph; from the mines of frozen Siberia to the torrid "Gold Coast"; from Australia to the Klondyke; Cripple Creek to the Andes; Moorish Spain; round and over Africa; the Islands of the Caribbean with untold tales of Columbus, Balboa and the Spanish adventurers; South America; "Up and Down Europe," from Archangel to Astrachan, Jerusalem; the lands of the glamorous East, India, China and Cochin China, the Malay Isles, the South Seas.

LANSING'S BOOK

Boston, Jan. 24. — Robert Lansing's long-awaited book on the Peace Conference and his break with Wilson is announced for publication on March 25 under the title, "The Peace Negotiations; a Personal Narrative."

Of particular interest is Mr. Lansing's account of his differences with the President that culminated in the famous letter of Mr. Wilson's asking for an opportunity to select a Secretary of State whose "mind would more willingly go along with mine."

Mr. Lansing's authoritative account of the Peace Conference and of what the League of Nations really means is expected to play an important part in the approaching Senate fight on the treaty, and official Washington is said to be awaiting its publication with decided interest.

NEW AND FORTHCOMING

"The Sheik," by Edith M. Hull, a novel which has been the great popular success in England during the past few months, is described as a vivid love story of the desert with action akin to the best "Western" stories.

Critics of the French people have constantly referred to the absence from the language of a word for "home." The deception of this thought is well illustrated in "French Fireside Poetry," for this verse of the people is fundamentally based on the home-loving aspect of French life and the integrity of the family circle.

"On the Trail of the Opium Poppy," by Sir Alexander Hosie, is a travel book descriptive of the opium-producing provinces of China. The author undertook his journey as an investigator of the opium traffic for the British Government.

"Madam," Ethel Sidgwick's first novel since the war, will appear this month.

"The Intellectuals" is a friendly satire by Mary Dixon Thayer. Miss Thayer's first book, "Advice to Will-Be Debutantes," appeared in 1917 at the instigation of Owen Wister.

An editorial writer in the Union Labor Bulletin, discussing the Nobel award in literature to Knut Hamsun, former Chicago horse-car conductor, pauses to pay his respects to one John Gordon, the somewhat speculated-upon author of "Broken Shackles": "It may be that in Gordon we are entertaining unawares another as famous as Hamsun; or as Masefield, who was a Bowery bartender; or Clemenceau, who was a Connecticut school teacher; or Stevenson, once a California 'squatter'; or Sienkiwicz, who was a Western rancher; or Garibaldi, who ran a Staten Island candle factory; or Trotzky, who was an East Side journalist." Why not?

BENNETT

"Body and Soul" is a new play by Arnold Bennett in which he satirizes modern society from many sides and affords a fresh example of the vigor of characterization and sense of dramatic values which mark Mr. Bennett's work as a dramatist.

MOTOR TRUCKS

A new book by Victor W. Page, describing all types of motor trucks and industrial tractors and trailers is "The Modern Motor Truck," which is simple yet encyclopaedic in scope.

RELIGION AND BUSINESS

The statistics presented in Roger Babson's "Religion and Business" teach that a business man will be happiest by following the teachings of Christ. The Golden Rule is practical. Prayer is a real force with unlimited possibilities. Religion is the greatest of the world's undeveloped resources. This is a book that is being widely discussed, a fact which should not be overlooked by booksellers.

BEYOND THE VEIL

"The Life Beyond the Veil," by Rev. G. Vale Owen, Vicar of Oxford, England, has an introduction by Conan Doyle. Part I deals with "The Lowlands of Heaven" and Part II with "The Highlands of Heaven." His philosophic, scientific and religious interpretations of the relations of the spiritual and earthly spheres offer solutions of many of the questions which have long puzzled men and women.

DOWNING STREET

A highly interesting new volume whose anonymous author signs himself "A Gentleman with a Duster," is a series of pictures of political figures in Britain, entitled "The Mirrors of Downing Street." Among those dealt with in earnest and courageous fashion are Lloyd George, Lord Fisher, Lord Carnock, Asquith, Northcliffe, Balfour, Kitchener, Lord Robert Cecil, Churchill, Haldane, Rhondda, Inverforth and Leverhulme.

PRAIRIE FLOWERS

James B. Hendryx has written a new Western tale of merit in "Prairie Flowers," published by Putnam's.

When Tex Benton said he'd do a thing, he did it, as readers of "The Texan" will affirm. So when, after a year of drought, he announced his purpose of going to town to get thoroughly "lickered up," unsuspecting Timber City was elected as the stage for a most thorough and sensational orgy.

But neither Tex nor Timber City could foresee the turbulent chain of events which were to result from his high, if indecorous, resolve, here set down—the wild tale of an untamed West.

A well-known writer, who has served his apprenticeship in the cow country, said the other day, "I like Hendryx's stories—they're real. His boys are the boys I used to work with and know. His West is the West I learned to love."

RADIANT MOTHERHOOD

Marie Carmichael Stopes in "Radiant Motherhood," published by Putnam's, deals with the joys and difficulties of young parents. The glory, power, and sacrifice of motherhood are made clear by dealing frankly with the physical and psychological states of the mother-to-be; nor is the father-to-be forgotten, as the author displays her power of understanding and helping to remove the difficulties and distresses of the young husband.

The chapters are of unique help to the modern man and woman by separating clearly the nature-imposed difficulties from those entirely artificial, and those which are today general, but which by knowledge can be completely conquered. The author creates round the subject the light of beauty and joy springing from true understanding. Were all mothers and fathers to know what is in this book, and use its wisdom, a few decades would see the human race transformed and irradiated.

Monthly Record of New Books

Published by Firms Established in Canada

THOMAS ALLEN

Fiction

John Baring's House, Elsie Singmaster, cloth, $1.50; Madame Gilbert's Cannibal, Bennet Copplestone, cloth, $2.00; The Sand Doctor, Arnold Mulder, cloth, $2.00; Ellen Levis, Elsie Singmaster, cloth, $2.00; Beauty and Mary Blair, Ethel M. Kelley, cloth, $2.00; The Golden Parrot, Frederic Fenger, cloth, $2.00; Stepsons of Light, Eugene Manlove Rhodes, cloth, $2.00; What Next, Denis Mackail, cloth, $2.00; A Lantern of Love, Della MacLeod, cloth, $2.00; Sister Sue, Eleanor H. Porter, cloth, $2.00; Jackie, Countess Barcynska, cloth, $2.00.

Non-Fiction

Hospitable England in the Seventies, Richard H. Dana, cloth, $5.50; David Urquhart, Gertrude Robinson, cloth, $5.50; Sailing South, Philip S. Marden, cloth, $4.00; Plantation Game Trails, Archibald Rutledge, cloth, $4.00; Hunting the Fox, Richard Verney, cloth, $4.50; A Picture of Modern Spain, J. B. Trend, cloth, $5.50; Impressions and Comments, Havelock Ellis, cloth, $3.00; Chief Contemporary Dramatists, H. Dickinson, cloth, $5.00; Cactus Centre, Arthur Chapman, cloth, $1.65; A New England Group and Others, Paul Elmer More, cloth, $2.25; French Civilization, Albert Leon Guerard, cloth, $5.50; Grain and Chaff from an English Manor, Arthur Savory, cloth, $4.50.

Juvenile

War Trail Fort, Schultz, cloth, $2.00; Injun and Whitey Strike Out for Themselves, Wm. S. Hart, cloth, $2.00.

HODDER & STOUGHTON, LTD.

Fiction

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McCLELLAND & STEWART

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Non-Fiction

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THE MUSSON BOOK CO., LTD.

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THOMAS NELSON & SONS, LTD.

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New Age Encyclopaedia, 10 vols., cloth, $10.00.

Juvenile

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RYERSON PRESS

Fiction

The Mountebank, W. J. Locke, cloth, $2.00; The Strength of the Pines, Edison Marshall, cloth, $2.00; The Golden Apple, Kathryn Rhodes, cloth, $2.00; Six Seconds of Darkness, Octavus Roy Cohen, cloth, $2.00; Love of Long Ago and Other Stories, Marie Corelli, cloth, $2.00; Potterism, Rose Macaulay, cloth, $2.00.

Non-Fiction

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THE COPP-CLARK COMPANY

Fiction

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Non-Fiction

Chick Evans' Golf Book, Chick Evans, cloth, $3.50; Rudyard Kipling's Verse, inclusive edition (new edition), cloth, $5.00; Vitalic Breathing, Thomas R. Gaines, cloth; Eating to Live Long, Wm. Henry Porter, M.D., cloth, $1.50; Up, George Mathew Adams, cloth, $1.00; Go, George Harrison Phelps, cloth, $1.00.

Juvenile

Lafayette, Lucy Foster Madison, cloth, $3.50; Black Boulder Claim, Perry Newberry, cloth, $2.50; The Sheldon Six, Grace M. Remick, cloth, $1.75; Bob Hanson, Tenderfoot, Ralph H. Bowles, cloth, $1.50; Bushy Tail, the Grey Squirrel, Joseph Wharton Lippincott, cloth, $1.25.

IDENTITY REVEALED

Ex-President Taft told at a literary dinner a story about a colored man.

A colored man, he said, knocked at Mrs. Brown's back door and asked for a job.

"What's your name?" Mrs. Brown asked.

"Mah name's Poe, ma'am," he answered.

"Poe, eh?" said Mrs. Brown. "I suppose some of your family worked for Edgar Allan Poe—did they?"

The colored man's eyes bulged and he struck himself a resounding whack on the chest. "Why, ma'am," he said, "Ah is Edgar Allan Poe."

Prime Essentials of Modern Display

Judgment, Good Taste and Knowledge of Color Harmony Are Reflected in Successfully Trimmed Store Window—Attractiveness Must Characterize Exhibits.

By ROBERT GRIER COOKE

I MUST admit frankly in the beginning that I am not a window display expert, but simply one who tries to help in getting other people to make the most of their wares, by giving the public an opportunity through window displays to see and to appreciate not only the best in the fine arts, but the more modern achievements in the applied arts for which America is gaining recognition the world over. Beautifully designed products will at once secure an increased sale over the inartistic product, for the discriminating individual, as well as he who cares only for utility, will buy.

One of my objects in life is to cooperate in the stimulation of love for art in people's minds and souls, that the public may have a greater appreciation of things artistic and thus encourage the development of the best in the applied as well as the fine arts.

In this connection I was much impressed with a remark made by Edwin Howland Blashfield in one of our Fifth Avenue week conferences when he said: "We have too many so-called works of art and too few works of craftsmanship."

In Days of Old Bagdad

There is no record of just when the show window was first used as an adjunct to advertising. In old Bagdad arose the custom of exhibiting and selling goods in open booths. Even now Bagdad's famous bazaars, despite her evolution in other ways, are conducted as they were a thousand years ago. A writer in the National Geographic Magazine of December, 1914, describing the bazaars of Bagdad, says:

"Here is such a mob as Christ drove from the temple. If Herodotus came back he could see no change since his day. The shopping streets seem like tunnels; they are arched overhead with brick to keep out the heat, thus they run like subways up and down the bazaar quarter. On each side are stalls no larger than telephone booths. Cross-legged in each booth, his wares piled high about him, sits the Arab or Jew trader. Brown women, their faces hid by yashmaks, upset the ordered piles of goods and haggle shrilly."

This picture presents a vivid contrast to the modern business thoroughfares of American cities with their wonderfully attractive show windows, but it is from these primitive methods of merchandising that the profession of the expert decorator or display manager has been developed.

Nor need we go outside of New York to find these ancient methods still in practice in all their picturesque simplicity. Here we find the peddler, who, like the packman in days of old, carries his goods on his back, going from house to house, and who has first to show his goods before he can interest prospective buyers. The dingy store in the crowded foreign settlements of the city is a reminder of the bazaars of Bagdad or the old shops in Cheapside, London, where goods are displayed on a hanger outside the shop for want of a better method.

The history of the development of the show window, which is really the history of merchandising, has yet to be written in its interesting detail, but in any big city the student may study it in all its stages and even find it embodied in the progress of some successful merchant who started as a peddler with his pack on his back.

Creating a Favorable Impression

Such a book would not be complete without a chapter on the old Bowery, which is still full of interesting memories for many New Yorkers, who will find something of its atmosphere on Broadway in the Great White Light district, where the freak museum and other characteristics of the Bowery are beginning to make their appearance.

Advertising and selling goods would appear to be but very distantly related to art, but actual demonstration proves the contrary. The secret is in the artistic character of the goods and their display. To attract you must please; a favorable impression must precede a sale.

Window display to-day is an art that requires judgment, good taste, a knowledge of color harmony and of what constitutes an attractive display. For the member of this profession there is no groove or rut that he may follow to success. His success depends chiefly on his power of observation, his individuality, personality and convincing methods.

A writer in System three years ago, discussing the importance of color as a silent salesman, says:

"In fifteen blocks of the fashionable Fifth Avenue shopping district in New York, as viewed in one afternoon, less than six window displays were found in which the exhibition of merchandise did not suffer because of unwise color combinations and contrasts.

"The color qualities of goods are affected by juxtaposition, by day light, by artificial light and by colored light. Yet these very qualities, and their appeal or lack of appeal to human interest, are but little understood."

The Best Window Display

The best window display is that which most attractively exhibits the merchandise on which a store's reputation is based, for it is this window which will sell the most goods. All people may not be critics, but the natural harmony between the artistic and practical is sure to appeal to the general public.

A window display should be planned with the same common sense and artistic arrangement as would be used in designing a gown or painting a picture or in the decoration of a mantelpiece or the arrangement of a room. It must be above all well balanced. For this reason the window display that exhibits a single idea is the most effective. The spectator gets a single impression that is a lasting one and that is the result that you seek to achieve.

Buying enthusiasm can be created through the medium of good windows, which fully justifies every effort toward making the display most presentable.

It is only in comparatively recent years that window displays have received the attention that their importance in relation to merchandising should command. It is generally conceded that in this respect the West has made greater progress than the East, but in no city in the world is the incentive for artistic

Here the merchant has a world-wide audience attracted from every point of the compass and this is particularly true of Fifth Avenue. In no other thoroughfare is there so great a variety of shops covering the whole range of merchandise and art and exercising so great an influence on the public taste. Here, indeed, the show windows are the people's picture galleries, and have a distinct educational influence.

A few lines of inscription should accompany and reinforce each display. Numerous problems should be created, the solution of which will demand of each observer the exercise of his best judgment. Attention must be arrested and held. Art must be featured as something which is to unite rather than divide mankind.

Some Inside Toy Trade Facts

What Some Representative Retail Booksellers and Stationers Say About This Business—The German Toy Question

ALL the evidence goes to show that the toy business is a growing one in the book and stationery stores of Canada and it is a fact that the total volume of toys sold in these stores is greater than in any other class of retail stores including those classed as toy and novelty stores.

Not only that, but the evidence of the toy manufacturers goes to show that with regard to toys and games of the popular selling type far more repeat orders, proportionately, come from booksellers and stationers than from any other retail stores handling toys and games.

Another significant circumstance and one that accounts in considerable measure for the increasing volume of toy business done in these stores every year is the tendency to feature toys throughout the whole year. One live bookstore having a year-round toy department is that of J. Edgar Rutledge, of Fort William. In this store about ten per cent. of the store space is devoted to the stocking and displaying of toys and games.

Jessop's Bookstore has just recently begun year-round featuring of toys and games, devoting very little space to this department.

J. D. Hutton, of Edmonton, sells toys the year round, carrying a good general assortment.

Hunt Bros. and Kennedy, of Trail, B.C., find year-round trade profitable in the toy department of their store. They feature mostly small toys and dolls, but sell also Kiddie Kars, doll carriages, etc. In spite of the fact that many customers would buy German toys this firm will not stock them. They believe in British goods but state that it is up to Canadian doll makers to take more pride in what they turn out in future or they will lose their trade. One woman is quoted as having said, upon being shown a Canadian-made doll: "No, thank you, there are cripples enough in real life since the war without the doll makers turning them out."

The further criticism was offered that Canadian toy makers are prone to spoiling toys by frequently using rough knotholed material. "We retailers will not continue to stand for being 'sold' in this manner. There must be more attention to quality."

J. G. Little, Ridgetown, Ont., features constructional toys and sells these and other boys and games all the year round. Quite a liberal amount of space is devoted to this department. Mr. Little expressed himself in favor of the presentation in future issues of Bookseller and Stationer of ideas and methods which other dealers have found valuable in building up year-round toy business.

As to German Toys

In some confidential interviews with retailers on the subject of selling German toys some said they would sell German toys if the value offered was better than obtainable elsewhere. Their reason for this was that their customers adopted exactly that attitude and consequently were they to refuse to handle German toys they would be cutting their own throats because they took it for granted that their competitors would not sacrifice business by refusing to handle German goods. There were dealers, however, who stated most unequivocally that they would not under any circumstances put German goods into stock. One of the latter said that he would maintain this stand in spite of the willingness of customers to buy German toys. As evidence of this attitude on their part he told of frequent cases in his store when returned men demanded mouth organs of German manufacture, absolutely declining to accept those of Japanese or United States manufacture.

The general impression of the retailers was that it was chiefly in the matter of lower prices that German goods were liable to get a foothold in Canadian trade and that, with just a few exceptions, British toys were much superior in quality to German products.

McRae Bros., of Prince Rupert, B.C., are live booksellers and stationers who appreciate the wisdom of strongly featuring toys and games in their business and they do not restrict this to the late fall and Christmas season. They sell these lines all the year round and carry representative assortments covering practically all varieties of toys and games.

GERMAN GOODS

In the danger of German competition with Canadian manufacturers as regards goods sold in book and stationery stores, the toy industry is probably most open to attack, but there are many other German goods which used to be sold in these stores before the war. The menace to Canadian industry from Germany appears to be not only real, but immediate, according to the Canadian Reconstruction Association, and while Germany is making a moan about her ruined industries, she is at the same time trying by every means in her power to regain the position in the world's trade she occupied before she plunged the world into war.

In a recent statement, a British Government official said that "Germany is still a perfect industrial machine, running at lower speed, it is true, but undamaged as yet in its vital parts, and would respond readily to any stimulus. The Guaranty Trust Company of New York, which has just issued an analysis of 'German plans to extend foreign trade,' written by the assistant manager of its international trade department, quotes this statement:

"German exports for the first five months of 1920 were valued at 23,638,000 marks, as compared with 10,057,000 marks for the entire year of 1919. For the eleven months ending November, 1920, the United States imported from Germany imports valued at $34,000,000, as compared with $10,608,111 of the entire year of 1919."

German imports into Canada for the eight months' period ended November 30, 1920, were valued at $725,322, as compared with a value of $11,862 for the corresponding period of 1919.

German salesmen in great numbers are at work in all parts of the world offering low prices and long credits, with quicker deliveries than their rivals. Before the end of last year English warehouses were filled with German toys, which, with the exception of dolls, were generally at about the same price as toys of British manufacture.

DANGERS OF CELLULOID

Celluloid is being used to a greater extent than formerly for the manufacture of toilet articles, including combs and backs of hair brushes, and for children's toys. The very inflammable nature of this material represents a serious fire hazard, and one which has received much attention from insurance and fire protection associations. Stringent regulations are laid down for safety of employees and property during processes of manufacture, while very little attention is paid to the dangerous nature of celluloid in the hands of the public.

The Professional Fire Brigades Association of England at a meeting recently dealt with this subject. It was suggested that legislation should be passed prohibiting the use of celluloid for children's toys, owing to its inflammability. The National Fire Protection Association in its quarterly bulletin refers to the ignition of a celluloid comb through friction while coming hair.

Owing to processes of manufacture many products are placed on sale which are imitations of non-hazardous materials, such as tortoise shell, ivory, etc. These should be distinctly marked, to prevent accidents. It is of the utmost importance that care be exercised in the use of celluloid or similar inflammable substances under a variety of names.

Utility and Charm Characterize New Spring Bags

Ladies' Purses Are Larger and There Is a General Tendency to Wider Openings—Grey and Florence Harding Blue the Favorite Colors—Profit in Sweater Coat Belts Is Large in Proportion to Turnover

NOT only have Oriental colorings found their way into purses, but Oriental designs are now made. One of these is the Chinese lantern bag. This has a round top containing a mirror and a silk moire body. A change purse is attached with a long silver chain. The colors are navy, grey, taupe and black.

Another smart silk bag is the old gold one. Pannier handles are attached to a pouched-shaped bag of silk moire. This is six inches deep. There is also one made up in old silver with enamel frame.

In leather there is an English bag of the strap-handle, envelope style. This has wide-open pockets and a special one inside the frame for bills. In front memo pad and mirror are conveniently found. There is a two-inch flap with a lock, which is very secure. This purse is nine inches long. It retails from $5 to $9.

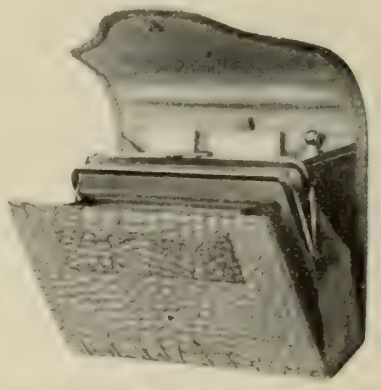
The Swagger bag has many good adaptations. Most of these are shown with a fairly long strap-handle swung from the sides. They come in morocco, seal and cross-grain in both plain and two-toned colors. Browns and dull greys are favored. One particularly attractive model is ten inches long, has all the beauty box fittings, and is a combination of the two new colors, Florence Harding blue and soft grey. A large front pocket and wide gussets make this bag extremely roomy.

To answer the demand for purses which are more conveniently opened, a Lucille bag has been designed with compartment for memo pad, pencil and large mirror, which is separate from the one for tickets and money. These are shown in morocco, cross-grain and pinseal leathers.

The gem of them all is the combination Beauty Box and Lucille bag. When opened and the lower flap dropped, a beauty box with miror and metal fittings is revealed. The upper part has a particularly large pocket at back. Notwithstanding the separate beauty-box, the whole thing is arranged in tne same size as the regular Lucille bag.



Combination Lucille Bag and Beauty Box.



Canadian Beauty Bag has wide gussets and deep inside pocket.

The Canadian beauty bag is sold in fancy leathers—particularly seal and vachette. It may be obtained fitted with beauty articles as well as needle and thread. It is about seven inches long and very roomy. It retails from $5 to $20

One manufacturer has designed a new fastener for the better grade of purse It is an ivory figure. Cleopatra and a Chinese god are two of the favorites.

Belts for ladies' sweater coats are said to be a good line this year for the retailer who is looking for a quick turnover. They are one-half inch and three-quarter inch in width. One attractive belt is made of links of white kid ar inch long, which gives a plaited effect Belts are made to match the colored purses.

Next to the "Chinese Lantern" in importance of newness, comes its little sister, the small pouch silk bag, which is really a smaller edition of the former The same metal top is used, but with only six inches of pouch, gathered in a the base at the tassel, the straight lines of the "lantern" effect are lost. Those who do not require the larger bag will be delighted with this small, neat edition which serves the same purpose on a smaller scale.

Hand Bags

¶ In design our hand bags are distinctly novel, featuring some of the very latest French and English creations in silk and fine leather, besides a number of beautiful beaded bags.

¶ Included in the former are all the new season's colorings, blue, brown, taupe, etc., and a few richly fashioned all in black.

¶ A hand bag properly in accord —is the finishing touch to the outdoor costume, and is always in good taste as a personal gift.

¶ Our prices range from $3.50 up.

BLANK'S BOOKSTORE
BLANKVILLE

Suggestions for an advertisement, being a slight revision of an advertisement run in Toronto papers by Ryrie Bros.



New Belts for Sweater Coats.

WELDON ROBERTS
Rubber Erasers

When the stationer carries in stock a line of erasers such as our "World's Quality Standard" he can confidently bank on and commend them without reservation to his patrons.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



"SPHINX" SHOW CARD COLORS

Stationers should all carry the "Sphinx" brand Show Card Colors. Show Card Colors of Quality. There is a good profit in handling them.
Made in 15 selected colors. Put up in 2 oz., half pint, pint and quart jars.
Sample Cards on request.

F. WEBER COMPANY
Main Office and Factory: 1220 Buttonwood St., Philadelphia, Pa.
Branches: ST. LOUIS, BALTIMORE

CLIP THIS COUPON FOR YOUR CONVENIENCE IN ANSWERING ADVERTISEMENTS.

Date *1921*

Please send particulars of .....
as referred to in BOOKSELLER AND STATIONER.

Name .....
Address .....
.....
.....

How Leathers are Treated

Interesting Facts of Value in Connection With the Numerous Articles of Leather Goods Sold in Stationery Shops

LEATHER, as it leaves the tannery, is a comparatively rough, harsh substance. The treatment it then receives depends largely on the work for which it is intended. A piece of leather which is used for fine materials passes through the following "finishing" processes:

Slacking—to remove the superfluous moisture.

Graining—to give a granular appearance.

Boarding—to make it supple and soft

Whitening—to clean the flesh side.

Waxing—to give color and oil.

Glazing—to make the surface glossy.

Besides these operations, some leathers pass through other processes as well. Patent leather, for example, must be grounded, varnished and polished. French finishers greatly excel in the production of patent leathers. Their method of grounding is to spread a thick, syrupy mixture of lamp-black and boiled linseed oil uniformly over the surface. They then varnish it three times carefully, polishing the leather after each coat.

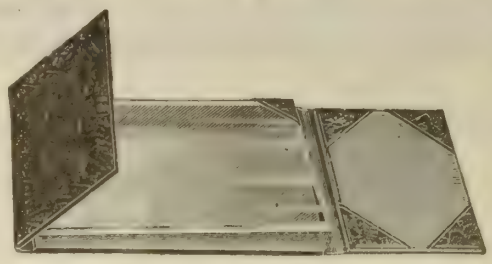
Calfskin, seal, goat and sheep skins are used principally to make this japanned leather.

Russia leather is either brownish red or black. Both colors are obtained by dyeing after the leather is tanned. Genuine Russia leather is made from the hides of young cattle, but horse hides and goat skins are now often used.

Morocco leathers must be very carefully treated. Though originally only goat skins were used, lamb skins are now being employed with good results. Most of the work in making genuine morocco is done by hand. The leather is first damped in soap-suds, then blacked and drawn through dye liquor.

Chamois leather is made by shaving the surface off after tanning and then impregnating the remaining part with oil. The process of oiling and drying is repeated from six to twelve times until the oil combines with the skin to form a soft, yellow washable leather. Deer and antelope skins respond most readily to this treatment.

Parchment and vellum are not tanned. After dressing, they are stretched tightly over a frame and then shaved and equalized. Vellum is treated with powdered chalk to give a fine velvety surface. Goat and swine skins are used to make these substances.



This is an illustration of a new folio desk blotter put out by Samberg & Co., Inc., of New York. The center pad is 19 ½ 24 inches in size. The end pads fold over like a portfolio, thus keeping papers out of sight, making it ideal for use on a flat top desk. The size when open is 19½ x 50 inches in.. 19½" x 50". The pad has a flannel back. The basic material is fabrikoid and the covers are of leather.

TOY BAGPIPES

Another new introduction in rubber toys is the "Highland Laddie Bagpipe." It is said to furnish tones resembling real bagpipes. Whether or not this is to be taken as proving merit depends upon the point of view as illustrated by the bagpipe joke current in the vaudeville theatres where a laugh is always created by the assertion that the bagpipe is not of Scotch but Irish origin; that the Irish introduced it into Scotland as a joke, the point of which the Scotch have not seen to this day.

Be that as it may, this new toy balloon novelty offered by the Eagle Rubber Co. is a creditable one. The tone producing pipe is made up in four notes while the drone pipe supplies one continuous sound which is distinctly "according to Hoyle."

THANKS WORTH WHILE

To Kipling an American once wrote: "Hearing that you are retailing literature at $1 a word, I enclose $1 for a sample."

Mr. Kipling complied with "Thanks" and kept the dollar.

Two weeks later the American wrote: "Sold the 'Thanks' anecdote for $2. Enclosed please find 46 cents in stamps, being half the profits on the transaction, less the postage."

NEW COMPANY

The Index Card Company has been recently formed into a limited company, with headquarters at Toronto. C. Saunders is president and C. D. Ball vice-president. This firm specializes in vertical filing systems, card indexes and designs.



Moire Silk—well made and roomy.



Swagger Bag with Ivory Figure on Fastener.



Chinese Lantern Bag.

CLP T

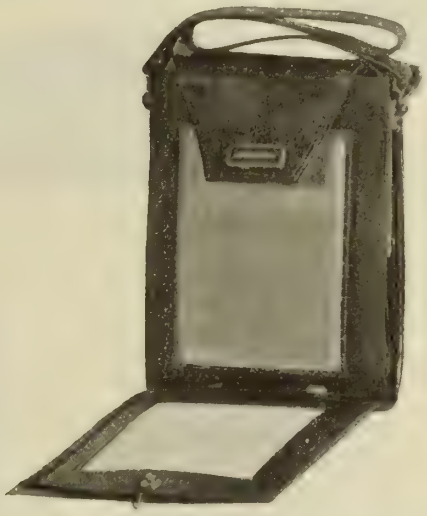
KEEP YOUR LEATHER GOODS

UP-TO-DATE

CLP T

Buy Direct from the Manufacturer

MADE IN CANADA



New Style Lucille Bag
Extra Flap with Large Mirror and Memorandum Tablet

MADE IN CANADA



Adaptation of Swagger Bag



Swagger Bag, Crepe Grain

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST, TORONTO
OPPOSITE UNION STATION

British Goods Are Standards of Value



A popular quick selling pen :
THE
"ROB ROY"

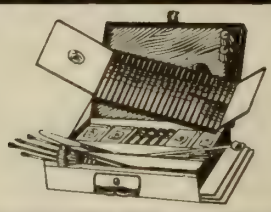
Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

Established 20 Years

W. S. TURTON & CO.
30 and 32 Gravel Lane
SALFORD
Manchester, England
Manufacturers of *Special Lines* in Counting Frames, Blackboards and Easels, Dolls' Bedsteads, Kites, Toy Fishing Nets.

WATERSTON'S
"BEE" BRAND
MARK
SEALING WAX
Factory:
Warriston Works, Edinburgh, Scotland

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH

MEET THEM WITH YOUR ADVERTISEMENT

$5 a month on yearly contract



Hold the Line

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Canada

(Registered)
London (Eng.) Expert Agency
8 St. Bride Street
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Music Trade News

RECORDS AND SHEET MUSIC

The dealer who carries sheet music and does not handle phonograph records loses selling opportunities every day. This is not a hazardous venture but a fact which is provable in any store where both are sold.

In the first place people are more easily trained into buying music than books because love of music is an instinct. The man or woman who can read only a few notes will buy a sheet of music which appeals.

This note of appeal is the point of contact between the public and the dealer. It is the latter's business to know what is being sung and played at the local theatres. He should find out what shows are coming to town which will arouse interest in certain numbers. The aggressive man must keep in touch with the music which is being played at movies, dance halls and hotels.

The second necessary step for the energetic dealer is to show the public, by window displays and by means of singing and playing operators, that he always has the newest "hits."

When he gets his sheet music moving off his counter at a good rate, the dealer will have no trouble in pushing his records. The customer who buys a song or dance piece is so often dissatisfied with his own interpretation that he wants to hear it on a mechanical instrument. Records and player rolls follow so closely nowadays on the trail of a sheet music hit that there is little excuse for not stocking them.

With the spring season coming, store doors should be left open to let the strains from the graphophone or player-piano drift out to the ears of the passing crowds.

Let your customers know what music stock you have. Pearson's bookshop, of Calgary, Alberta, is an example of a stationery store which does real business in music and music supplies. Here is an advt. of theirs which appeared recently in the daily papers:

MUSIC DEPT. SPECIALS

Disc and Cylinder Phonographs	$15.50 up
Disc and Cylinder Records	90c up
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The Musical Merchandise Sales Co.
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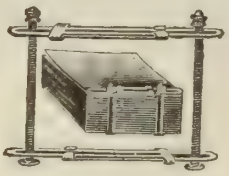
ALL ABOUT AMERICAN MUSIC

The American Supplement to Grove's Dictionary of Music and Musicians is edited by Waldo Pratt. It contains about forty general articles, from "automatic appliances" to "Universities," including especially interesting notes on Folk Music, Gospel Hymns, Musical Journalism, Player Pianos and Public School Music. There are complete lists of choral societies, music schools, orchestras and chamber music groups, of which America has fifty-five, American compositions, American musical buildings, etc.

Mr. Damrosch has been commenting on America's taste in music, and comparing our fondness for orchestras with our neglect of opera. In Italy, he says, almost every town and city has an opera company, or did have before the war. Mr. Pratt's statistics show that there are only twelve opera companies in America, and only three of these are supported by separate cities. Mr. Damrosch himself prefers to read the opera scores at home, he says, preferring his own imagining of the scenes to those that are offered on the boards.

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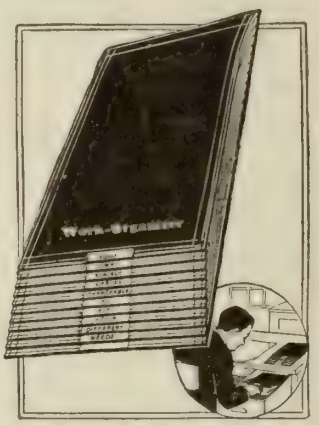
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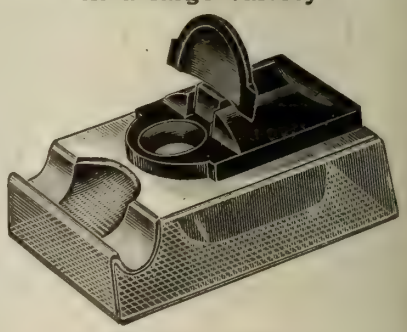
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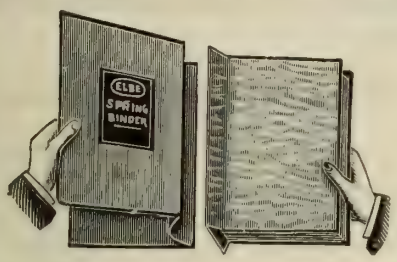
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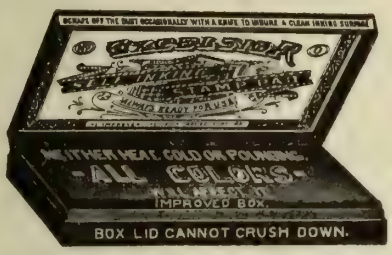
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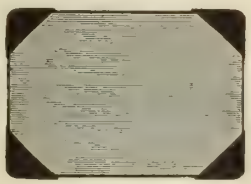


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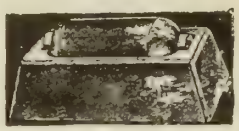
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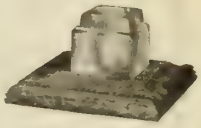
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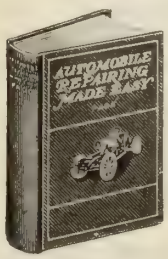
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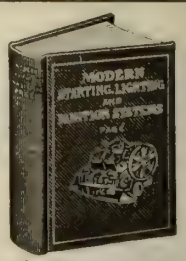
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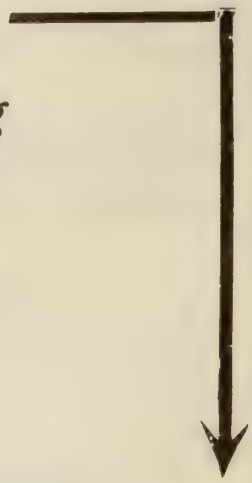
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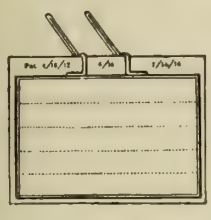
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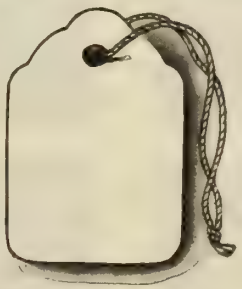
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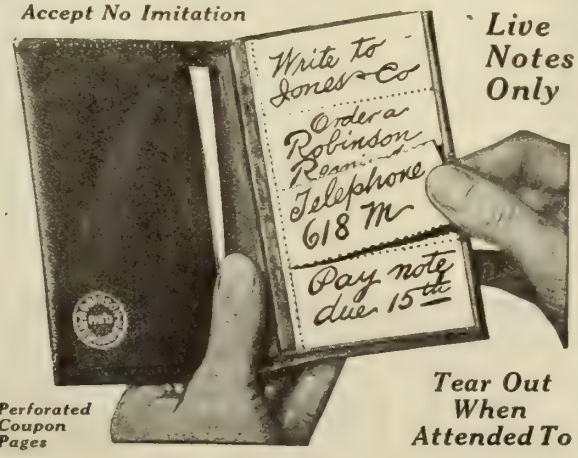
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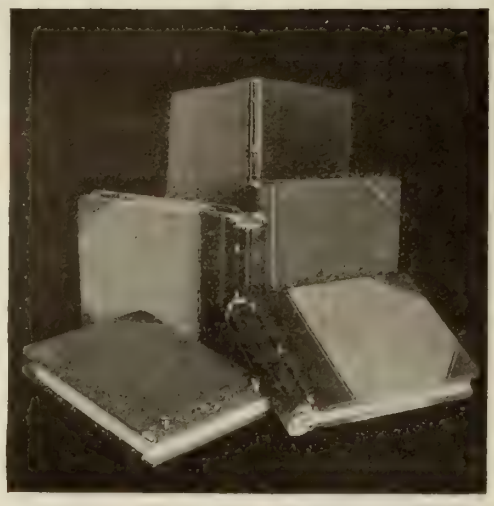
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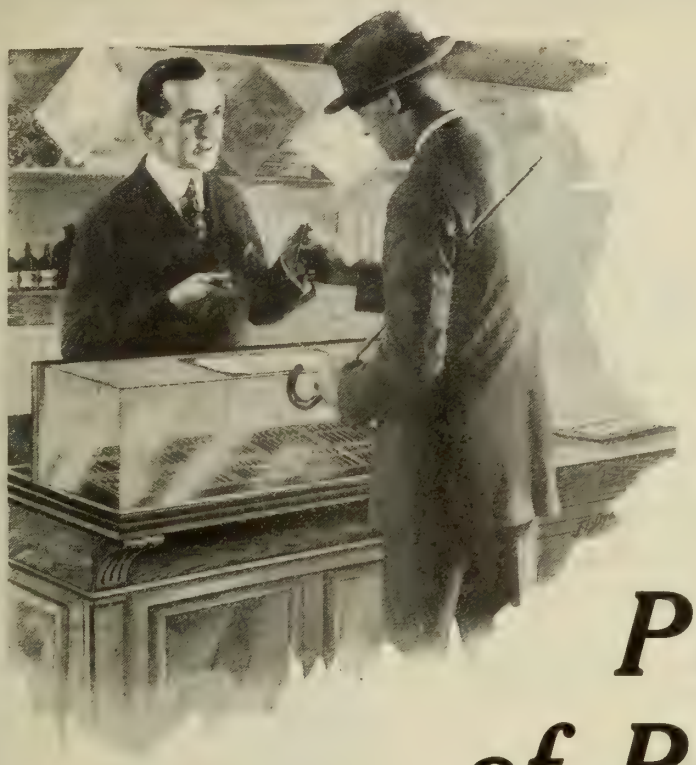
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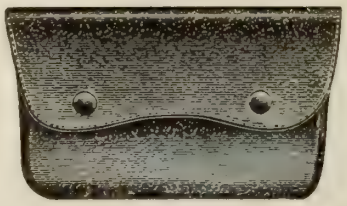
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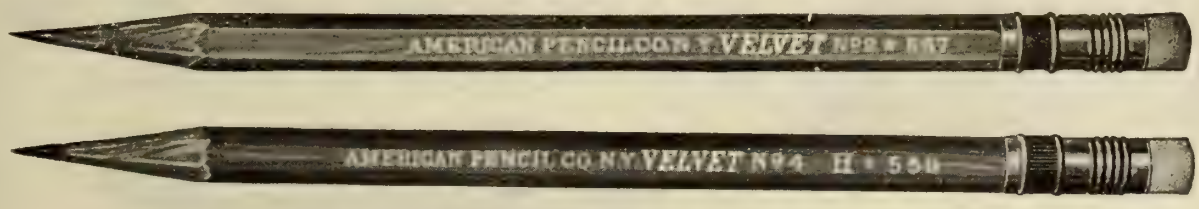
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The cut illustrates one of a half hundred styles and shapes. Made of Ostrich Grain Leather in Grey, Brown and Blue.

$48

A DOZEN, NET



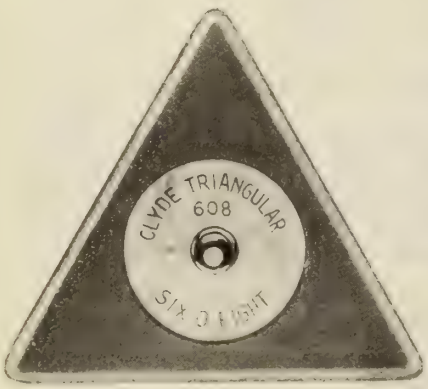
Other lines in this popular Bag in complete range of Leathers and colors, attractive and novel in design and fittings.

$21 to $150

A DOZEN, NET

THE JULIAN SALE LEATHER GOODS COMPANY, LIMITED

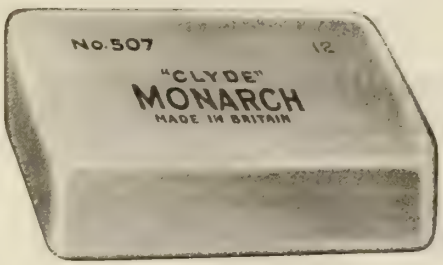
Wholesale - Factory - Sample Rooms - Offices: 600 KING ST. W., TORONTO



Erasers of Highest Quality

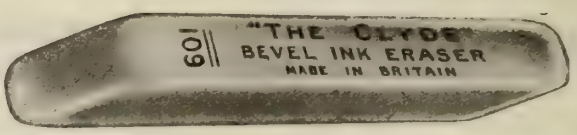
The standard of quality is the highest and terms are the best obtainable.

Inquiries Invited.



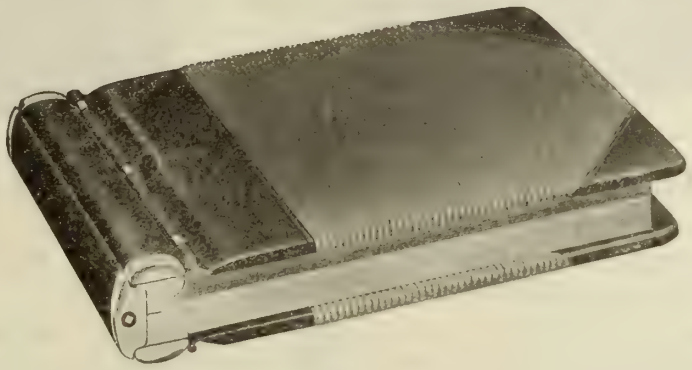
THE CLYDE RUBBER WORKS CO., LTD.

RENFREW, SCOTLAND



LUCKETT'S
STERLING
— LINE —

MADE IN CANADA



STYLE GML

FOUR SIZES—FOUR BINDINGS

Popular Ledgers
at
Reasonable Prices

GUARANTEED BY THE MAKERS

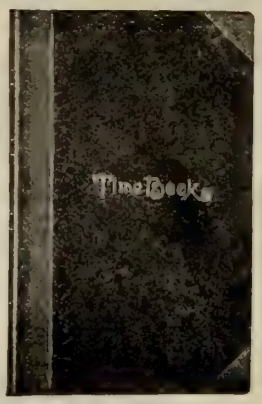
LOOK THEM OVER

CUT HERE AND PASTE IN YOUR WINDOW
Make a Window Display and Watch Your Sales Grow
IS YOUR STOCK COMPLETE ?

Sold to the Trade only.

LUCKETT LOOSE LEAF, LIMITED
Toronto





NATIONAL BILL AND TIME BOOKS

In the National Line there are three Bill Book offerings, namely: Payable, Receivable and Reversible. These books fill a specific need in every office.

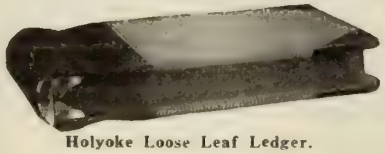
National Time Books may be had for Weekly, Fortnightly, or Monthly Time-Keeping systems, in serviceable binders and a wide range of prices. Stock these necessary accounting forms, which will prove to be ready sellers.

NATIONAL BLANK BOOK CO.

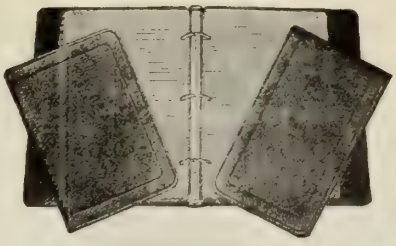
HOLYOKE, MASS.



Royal Loose Leaf Ledger.



Holyoke Loose Leaf Ledger.



National Ring Books.

MADE IN CANADA BY CANADIANS

Our Royal Ledgers are the strongest and most serviceable on the market. Our Holyoke, Emerald and Riverside Ledgers make up a most complete assortment of **made-in-Canada-by-Canadian-workmen** Ledgers, from which the accountant invariably chooses. Our National Ring Books and Memo Books can be supplied in full Leather or Texhide from Vest Pocket to Letter Sizes by any leading stationer.

Sold only through the Trade.

DOMINION BLANK BOOK CO.

BERTHIERVILLE, QUE.

HIGGINS' INKS AND ADHESIVES















THE HIGGINS' INKS AND ADHESIVES, through honest merit in their originality and quality and honest American enterprise and push in their exploitation, have penetrated to the most remote points of civilization, until now they are well known and largely used in Canada, Central and South America, Mexico, Great Britain, South Africa, Australia, New Zealand, Philippines, Japan, China, Norway, Sweden, etc., etc., as well as ever maintaining their unique position in their birthplace, the United States of America. The home trade has always shown its appreciation of and reliance on these goods, and it will always be our effort to merit the confidence of the trade in every respect.



Write for Prices and Discounts

CHAS. M. HIGGINS & CO.,

Originators and Manufacturers of Inks and Adhesives
NEW YORK CHICAGO LONDON

MAIN OFFICES: 271 Ninth Street
FACTORY: 240-244 Eighth Street
BROOKLYN, N.Y., U.S.A.

MacDougall's Message

To Progressive Dealers Everywhere *For the Month of April, 1921*

NOW that the bright mornings are here again and the Spring sunshine comes streaming into your store—how much work are your **windows** doing for you?

What are they saying to the people who pass by?—or, are they saying anything at all?

While you're busy **inside** the store, arranging stock, serving customers and answering telephone calls, are your windows busy **outside**—bringing in new customers?

You pay rent not merely for the size and convenience of your store, but for its **location.** You have opened your business in a spot where people pass constantly, so that you may be always "in the public eye."

You want people to know about your business. You want them to see your store, to be acquainted with what you sell—to be attracted by the various lines you have to offer.

Surely, then, the time and trouble spent in making your windows bright and inviting constitutes a profitable investment.

A well-arranged, tastefully-dressed window display **pulls trade.** There's no doubt about it. It acts like a magnet, and sooner or later it becomes a powerful incentive to make the passer-by come in and buy what he sees in the window.

And now is surely the best time of all to make your store windows really **work** for you and do some selling on your behalf. Don't keep some of your best lines hidden away there in the back of the store. Bring them into the "limelight" and give them a chance to do some effective sales talking! Put them prominently in the window—let them be seen to advantage—and it won't be very long before you will find new customers coming in to ask for these selfsame goods. And you will know that while you have been busy behind the counter, your windows have been doing effective, profitable work "up there at the front."

May we offer a few practical suggestions along this line?

Suppose, for example, you are handling Vul-Cot Waste Baskets. Here is a line that practically sells at sight. It has so many attractive features that can easily be seen at a glance. Put two or three of these Baskets in your window as a background. Let the passer-by see how artistic they are—how clean-cut and smooth and sanitary—how much superior to the ordinary basket. Feature the Five Years' Guarantee prominently. Let one of the printed circulars we can supply talk up their lightness, strength and durability. These are all strong **selling** points that cannot fail to impress the public and bring added custom and profit your way.

Vulcot Waste Baskets are practically **self-sellers.**

Another line you can feature with profit is Automatic Pencil Sharpeners—the "Chicago," the "Chicago Giant," the "Dexter," and others. A good idea is to clamp a row of them on a shelf across the window, suggesting by practical demonstration how all sizes of pencils and crayons can easily be sharpened. Feature the various prices of these useful articles for home, office, and schoolroom use.

These sharpeners are always in good demand, and those made by The Automatic Pencil Sharpener Company are strong, sturdy and absolutely dependable, being

(Continued on next page.)

They Sell on Their Merits!

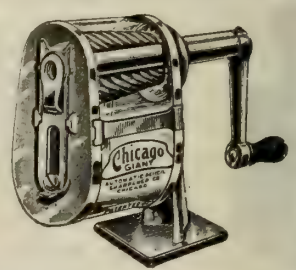


VUL-COT
GUARANTEED
Waste Baskets

Have Six Outstanding Features

1. They won't rust, corrode, dent or warp.
2. As light as willow, yet strong as metal.
3. Smooth, solid and sanitary.
4. Have no holes or cracks.
5. Ornamental as well as useful.
6. Positively guaranteed for five years.

The Best Automatic Pencil Sharpeners



THE CHICAGO GIANT PENCIL SHARPENER
A sturdy, well-built sharpener which sells at a moderate price. It sharpens all sizes of pencils and crayons **without waste.** Very nicely finished.



THE DEXTER PENCIL SHARPENER.
Money cannot produce a better pencil sharpener than this. Just the thing for home, office or school use. Will put a fine, medium or blunt point on any size pencil. Handsomely finished and of first-class workmanship.

MacDougall's Message

(Continued from previous page)

made of first-class material by experienced workmen. They can be made real trade winners for you all the year round.

The Sengbusch line of self-closing inkstands comes in such varied assortment as to lend themselves to unusually effective window display. In offices, banks and big business houses everywhere they have proved an unqualified success because of their utility, economy and convenience. The Sengbusch Mucilage Applier and the "Ideal" Sanitary Moistener are also in good demand because of their practical advantages, and a little room given in your window to showing these lines will have excellent effect in increasing sales and netting you extra profits.

Be sure and keep your supplies of school requisites well to the fore. You will find many a ready sale can be effected by means of a little window space or counter space devoted to school chalks and crayons. The "Standard" Brands are well known and much used by the leading schools and art institutes, and they are first-class sellers. Let your customers know that you handle a complete line of "Standard" chalks and crayons and it will need very little "pushing" on your part to bring in a steady stream of repeat orders.

Drop us a line and ask for a supply of "dealer helps." We are not only anxious to sell these lines to **you**, we want to help you all we can to sell them to your **customers**. We will gladly send you folders and leaflets for handing out to your trade or enclosing in your mails. This advertising matter is yours for the asking. Just **ask!**

If, by any chance, you are not yet handling any of these trade-winning lines and would like to know more about them our nearest representative will be very pleased to call and quote you prices and give you the fullest information.

We believe you will like our way of doing business—and we shall certainly appreciate your co-operation.

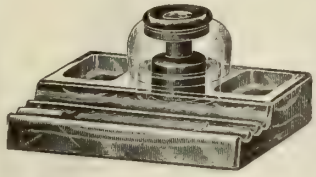
Sengbusch Profit-Makers for the Dealer

Sengbusch Self-Closing Inkstands are in Demand Everywhere They Make Sales!



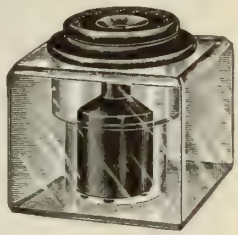
SENGBUSCH

Round Single Self-closing Inkstand, in plain glass, with red or black top. Several sizes. Air-tight and dust-proof.



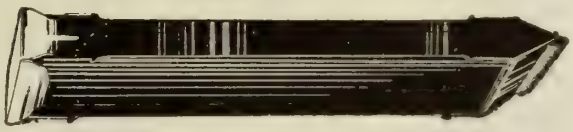
SENGBUSCH

Self-closing Inkstand on attractive pressed glass base with two pin trays. Size 5″ x 4″ x 1½″. Suitable for single desk.



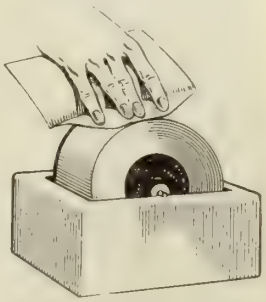
SENGBUSCH

Square Single Inkstand, in plain or cut glass with red or black top. Several sizes. Airtight and dust-proof.



SENGBUSCH MUCILAGE APPLIER.

The cleanest and most convenient appliance of its kind on the market. Made from genuine hard rubber and moulded in one piece. Always handy. Easy to fill - simple to use.



SENGBUSCH "IDEAL" SANITARY MOISTENER.

The quick, easy method of moistening fingers, stamps, labels, etc. Attractive in appearance, absolutely sanitary, made for lasting service. Of glazed white porcelain with bright nickel bearings.

Here's a Popular Line for Your School Trade

"Standard" Chalks and Crayons

The Favorite Among Schools and Art Institutes



CRAYEL ART CRAYONS.

Highest quality waxed crayons for general school use. Each box contains six standard colors in addition to brown and black.



STANDARD CHALK—

White—Yellow Enamelled—and Colored. No finer chalks made—at any price. They give the highest satisfaction and are excellent sellers. Packed in handy wooden boxes.



ARTCO PASTEL

The artist's favorite crayon for advanced color work. When used with water, very delicate color effects are produced. Seven assorted colors to each box.



A Real Dustless Chalk. Free from Grit. Never Scratches.

Representatives for Canada and Newfoundland

A.R.MacDougall & Co. Limited 468 West King St. Toronto. Ont.

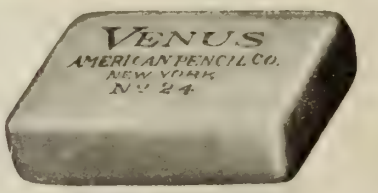


The largest selling quality pencil in the world

VENUS PENCILS

17 Black Degrees—3 Copying

TWO crowning achievements; the far-famed Venus of Milo, and the superb **VENUS** pencil. The name, the trade mark, the distinctive water-mark finish, the matchless **QUALITY** of **VENUS** Pencils, are known in every quarter of the civilized world.



Made in 12 Sizes

VENUS ERASERS

OF the same superlative quality that has made the Venus Pencil famous; soft, gray rubber that erases clean without a smudge.

When selling a box of **VENUS** Pencils, suggest that your customer try a **VENUS** Eraser—he'll thank you for the suggestion. *Make two sales.*

American Lead Pencil Co.

220 Fifth Avenue, New York

also London, Eng.

New—VENUS *Round, No. 3818—soft lead—especially suitable for stenographic and other office purposes.*

Feature Work-Organizers

Here's Why

They Sell Readily
They Repeat Great

Just now, of all times, office executives are vitally interested in efficiency.

Desk organization is the first step in office eficiency, and Work-Organizers are the first step in desk organization.

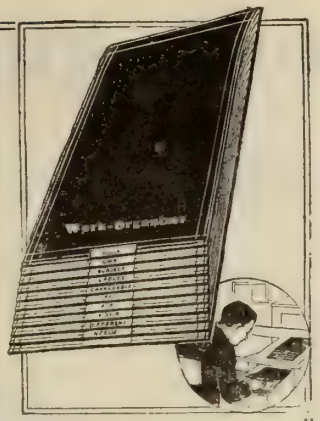
Offices are buying all kinds of really practical time-saving devices as readily as they ever did, if you approach them right. But they are tired of "just buying"—they want to be SOLD.

They are keen to cut costs and only a moss-back will argue to-day that inefficient methods cost less than modern methods.

For example, the ordinary stenographer or typist, counting salary, supplies, rent on office space, toilet facilities, etc., costs about $2,000 a year. What modern executive would hesitate to invest $8, or $25, or $100, for a 10% or 20% increase in her production efficiency?

Work-Organizer sales are not falling off—February was a big Work-Organizer month. March promises to exceed February. We expect 1921 to at least double 1920.

Work-Organizer Co.
725 W. Grand Blvd.
DETROIT - MICH.



HOW TO HAVE A CLEAR DESK
A Plan to Organize Your Desk Work That Is Efficient Yet Simple

Bulletin Free

Wrestling with the problem of desk confusion and disorder, every worker in your office needs our simple 4-page bulletin "How to Organize Desk Work." It shows clearly and simply how to clear littered desks and **keep them clear.**

Free with any Work Organizer, or by mail if you ask for it on your letterhead

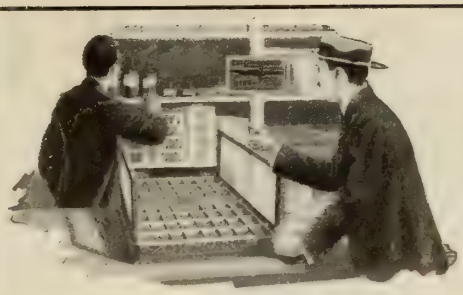
To order, just mark quantity wanted opposite each style number and attach ad to letter head

"300 line" Black Seal Grain Fabrikoid cover on all exterior surface. Paper inside. Flexible, durable, handsome

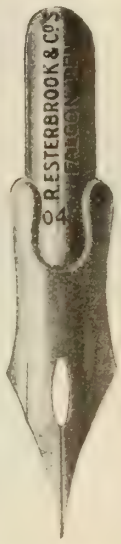
..... No. 330, 6 pockets, $2.50
..... No. 332, 10 pockets, $3.50
..... No. 334, 15 pockets, $5.00

"700 line" Flexible durable paper. These may be used on top of the desk, but are recommended for drawer use

..... No. 730, 6 pockets, $1.00
..... No. 732, 10 pockets, $1.25
..... No. 734, 15 pockets, $1.50



No. 048 is the biggest seller in the world among the twelve most popular pens



Direct and Simple Sales Appeal Will Build Your Profits

Your pen department sales can force another purchase and so increase your gross.

Attractive shelves of merchandise, as a back-ground for your Esterbrook Display Case that's the method.

For, with such arrangement, you carry less stock, save counter space, obtain maximum display of a complete assortment. So it is easier for your customer to buy. And one purchase, easily made, leads to still another.

Speak of Esterbrooks by name and number. And sell them by the box. It will pay you.

We are ready to suggest how to put your Esterbrook Department on a still more profitable basis. There are many dealer-selling helps.

The Esterbrook Pen Manufacturing Co.
18-70 Cooper St., Camden, N.J.
Canadian Agents:
Brown Bros., Ltd., Toronto, Canada



Esterbrook PENS

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

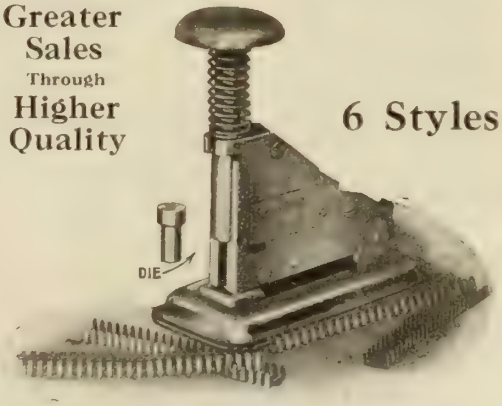
9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

"THE NEW IRVIN"

Greater Sales Through Higher Quality

6 Styles



Pat. Pending

The NEW IRVIN is the only Automatic Paper Fastener that remains sharp; therefore, the only Fastener that cannot clog because of dull cutting parts. By slightly adjusting the die, the working efficiency is six times greater than any other Fastener on the market.

The New Irvin is unfailing in action, always ready, absolutely certain and is fully guaranteed.

DEALERS: New Irvin Machines and Staples are bound to give your **Customers better service; therefore,** they are bound to meet with greater satisfaction on your part. Write for illustrated pamphlet, trade prices, etc.

ALEX. H. IRVIN COMPANY
Curwensville, Penna.
U.S.A.



THE Conway Stewart PEN
LEVER FILLER

"The Pen of Great Performance"

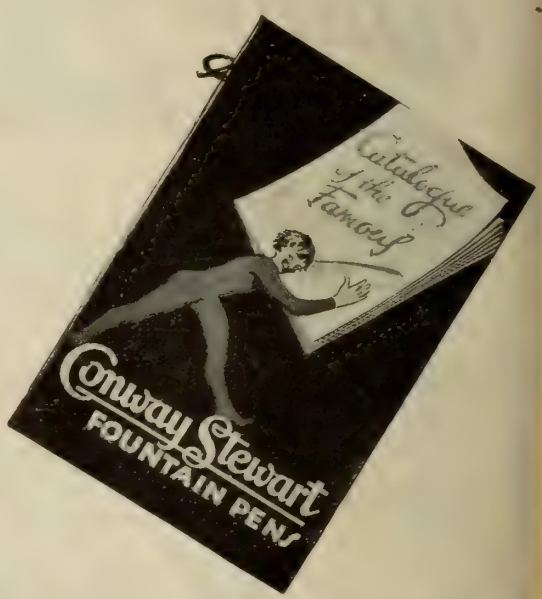
THE FIRST BRITISH LEVER PEN



THE PEN THAT CARRIES THE MAKER'S COMPLETE GUARANTEE—HAS A NOVEL NON-BLOT UNDERFEED—HAS A STURDY 14KT. GOLD NIB WITH A "TOUCH" THAT CHARMS—IS MADE IN A VARIETY OF SIZES AND STYLES.

Send for fully Illustrated Catalogue which contains every variety of Fountain and Stylographic Pens

THIS WILL HELP YOUR SALES



Made By
THE
CONWAY STEWART CO.

Including Regular Models
Security Cap Models
Nonleakable Models
etc., etc.

AT RETAIL PRICES FROM $1.00 UPWARDS

CONWAY STEWART & CO. LTD.

Manufacturers of Fountain Pens and Stylos

31 & 32 SHOE LANE **LONDON, ENGLAND**

WE TAKE PLEASURE IN

ANNOUNCING

THAT WE CAN NOW SUPPLY

For Spring Delivery
In All Sizes
and Colours

"SWAN" INK



Imperial pints and half pints, 20 oz. and 10 oz., 75c and 50c.



No. 112.
The "Easy Fill" filler for any make of fountain pen, 35c.



No. 4.
4 ounce size, with or without desk filler.

A WRITING INK *of* SUPERIOR QUALITY

FOR FOUNTAIN PENS AND GENERAL USE



Imperial quarts
40 ounces, $1.25.



SWAN INK IS PERMANENT and will not clog Fountain Pens, because it is free flowing. It is most economical for general office use.

Trade Discounts and complete Catalogue on application.



2 ounce size, No. 2, 15c.

MABIE, TODD & COMPANY

The "Swan" Pen People

LONDON PARIS TORONTO NEW YORK CHICAGO

THE "OAK" LINE
of
TOY BALLOONS

"The Line that is Never Turned Down"

Attracting Unusual Interest



Toy balloons are satisfactory or unsatisfactory. There are no halfway measures. A balloon which bursts with only slight inflation and will not stand the strain of the rough handling is not the type that you want to handle. On the other hand, a balloon of perfect shape, guaranteed durability and uniform weight will assure you of steady repeat business. "Oak" Balloons have long been recognized to be without equal in durability, design, and fast colors. Just read these points about our special numbers:

No. 60—Nursery Rhyme Print

These balloons are in various colors and each is imprinted with a popular nursery rhyme and suitably illustrated with attractive pictures. The wide range of verses and illustrations make the No. 60 Print one of the most attractive sellers on the market.





Two Color Balloons

Being the largest manufacturers of two-color balloons on the American Continent we have naturally come to be known as specialists in this type. They are manufactured in various combinations of colors.

Other Numbers

Other numbers consist of Plain Balloons in all sizes, Airships in three sizes, besides several other novelty lines.

Jobbers are taking to the "Oak" line most enthusiastically. We are sure you will be interested in giving it a trial.

Samples and prices can be obtained on application from

STANYON SALES COMPANY
200-201 Board of Trade Bldg. - - Toronto
Sole Canadian Distributors

The Oak Rubber Company
Revenna, Ohio, U.S.A.

Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

"Watchful Waiting" Seems to be the Order; Monthly Improvement Looked for Until Fall Chalking up Another Banner Year for Books

W. M. Currer Says Buyers Are Cautious But is Hopeful of Outlook—Booksellers and Stationers in All Sections of Country Well Pleased With Way Business Has Been Holding Up—Substantial Increases Noted Everywhere.

JUDGING from reports which have come to hand from an extensive investigation conducted by Bookseller and Stationer, it would appear as though business is picking up and "doing quite nicely, thank you." Certainly, the booksellers and stationers throughout the country have no complaints to make regarding February and March business. In a few isolated instances there may have been a slight falling off, but that business generally is better than earlier in the year, and in some cases away ahead of last year, is not to be doubted.

L. V. Hourigan, of Georgetown, Ont., reports that February of this year was ten per cent. better than the same month in 1920. As for March, Mr. Hourigan states that he did more business up to the fifteenth of the month than he did in the whole thirty-one days last year.

J. E. Sine, of Serre, Grenier and Company, says February was fifty per cent. better, and that March business also showed a substantial increase.

Hard Work Brought Results

J. A. Rayson speaks in similar strain, and O. Clinton Johnson, of Perth, N. B., reports that he found February about 35 per cent. better than the same month a year ago. Up to March 15, however, a decrease of about 50 per cent. had been noted.

An increase of about three per cent. in cash sales and an advance of about ten per cent. in credits also are recorded by V. E. Marentette and Son, 37 Ouellette avenue, Windsor, Ont.

Business generally was better in February with the Wren Drug Store in St. Andrews, N. B.

"Cash receipts were much better," stated W. J. Rollins, manager, to Bookseller and Stationer, adding: "Things looked bad for a while, but possibly we worked harder. Cash receipts were better again in March, but it still seems difficult to make individual sales for anything in the luxury line."

Referring to February returns, A. J. Grigg, of the Grigg Company, Orangeville, Ont., declares that there was an increase of about a hundred per cent. over that done by his predecessor a year ago. March, too, was good, and Mr. Grigg, on being questioned by Bookseller and Stationer, stated that he hoped for another hundred per cent. increase for March.

Quebec Business Satisfactory

Grand and Toy, Limited, of Toronto, Ont., report that February's business was about 93 per cent. of last year and that March's was 84 per cent. of March of 1920.

J. S. Copeland, of Brockville, Ont., noted an increase of twenty per cent. in February, and a decrease of about fifteen per cent. up to the fifteenth of March.

"Exactly seven per cent. of an increase for February," stated A. C. Denike, of Havelock, Ont., adding that a slight advance for March had also been chalked up.

"Compared with 1920," said H. L. Shirt, of Shawinigan Falls, Quebec, "February of 1921 has shown an increase of 25 per cent., and up to the fifteenth of March there has been an improvement in the sales of most lines to the tune of about 33 per cent."

A. E. Benham, of Parkhill, Ont., says February business was better, and that March proved to be just as good as ever.

Particularly cheering is the statement of W. M. Currer, of the John C. Winston Company, Ltd., Toronto, Ont., Mr. Currer places the increase for February at about 300 per cent. and for March at about 200 per cent.

Said Mr. Currer in discussing the matter with Bookseller and Stationer: "Considering that this is our second year in which we have been selling direct to the trade ourselves, our records, of course, are not very helpful, but I can say that we have no cause to complain, as our business is far in excess of what we did last year. Speaking broadly, I have found the buyers cautious. Stocks were not cleaned out as they should have been last year, and every one is in a state of watchful waiting. In other words, it is a buyers' market."

"I am fully confident," added Mr. Currer, "that conditions will improve each month, starting from the west and working east, until the Fall, when the book trade of Canada will go over the top with a year almost, if not quite, equal to the banner year of a short time ago."

With February nearly 25 per cent. ahead of last year, and March business a little better, the Montreal Book Room, Ltd., 33 McGill College avenue, Montreal, P.Q., sees no reason for complaint.

Labor Still Too High.

The Charles Chapman Company of London reports February business about two-thirds of what it was last year. March, too, was lower than in 1920.

"Labor is too high," says this firm, adding that it had considerably increased last Fall, which offset the reduced price of materials.

With the exception of the phonograph end of their business, J. E. Curran, of St. Thomas, Ont., found February as good as it was a year ago. In March the wallpaper department showed a gain over previous years, but other lines handled fell off a little, although not much.

J. Edgar Rutledge, of Fort William, Ont., found February about five per cent. better than last year, and March about ten per cent. to the good.

A larger volume of business was experienced this February by W. P. Smith

Continued on page 39

Editorial Service to be Improved

Arrangements Being Made to Give Booksellers and Stationers of Canada One of Finest Trade Newspapers Published on The Continent—W. C. A. Moffatt Takes Charge of Editorial Department —R. M. Barbour is Advertising Manager.

WITH Bookseller and Stationer under new management — a new editor and advertising manager having been appointed—the MacLean Publishing Company promises the trade in Canada that from now on they are to be provided with one of the most progressive and up-to-date trade newspapers on the continent. The live stationer's desire for a publication that will be of such assistance to him in his business that it will be eagerly looked for each month is to be catered to. The policy of Bookseller and Stationer is being completely altered and from now on this medium for the passing on and exchange of ideas is to be edited FROM THE FIELD. Arm-chair editing is to be conspicuous by its absence. The staff will keep in intimate touch with the trade; the columns of Bookseller and Stationer are now placed at the disposal of its readers, its staff is in their employ and its services are at their command.

Complete Change of Policy

George D. Davis, who has been with the MacLean Company for a number of years, having direct supervision over a number of the firm's livest publications, has taken over the management. W. C. A. Moffatt, one of Canada's leading and best-known journalists, is in charge of the editorial department and R. M. Barbour has been appointed advertising manager.



W. C. A. MOFFATT,
Who Has Been Appointed Editor of Bookseller and Stationer.

Something "different" in the line of a trade newspaper is to be provided. Instructive and educative articles dealing with the different phases of the stationer's business, successful merchandising and the problems of interest to the trade will be secured from men who are in daily touch with the public. The reader will be told how success has been achieved, what methods have been found remunerative in the highest degree in the matter of keeping track of accounts, invoices, stock, etc., how the thousand and one lines handled have been pushed to the fore, how a demand has been created for some particular article, how trade has been brought to the store and what methods have proved successful in securing and holding customers.

No Long-Distance Advice

It is not the intention of the editorial staff to preach or give long-distance advice to the man who makes his living by studying at close range the wants of the general public. Anything and everything that is written in Bookseller and Stationer will be the result of personal investigation and close study on the part of the staff, this investigation and study being seasoned with the views of booksellers and stationers in all parts of the country. In Bookseller and Stationer the West and the East will meet. The Ontario man will benefit from the experiences of his brother in Quebec and British Columbia, and the Westerner will have the same opportunities of "looking in on" the successful stationer in Montreal, Halifax, St. John, Toronto, Guelph, Hamilton, Galt, or any other city in the Dominion. Every effort will be put forth to see that the reader's connection with his brothers in business will be as close as if he were "on the road" continually and a frequent caller at every city, town, village and hamlet in the Dominion of Canada.

New Editor Has Won Spurs

Than W. C. A. Moffatt, it is admitted, a better man could not have been secured for supervision of the editorial department. To this exacting position he comes with the reputation of having made good in all quarters of the daily newspaper field and also in trade magazine work. For years Mr. Moffatt has been writing for some of the best newspapers and magazines on this continent, as well as in the Old Land, and his reputation as a journalist is Dominion-wide. A University man, Mr. Moffatt first entered the field of literature as far back as 1906 when he wrote and had published a number of short stories and poems. Upon graduating with honors in 1909, Mr. Moffatt, whose parental home is in Owen Sound, Ont., accepted a position as assistant editor of the Owen Sound Herald, in which capacity he secured considerable experience in the writing of editorials. In March, 1913, he was appointed publicity and industrial commissioner of Macleod, Alberta, and while in the employ of this municipality he was a regular contributor to leading publications in Canada, the United States and England. Just before the outbreak of war in 1914, Mr. Moffatt went to the Calgary News-Telegram as assistant editor and editorial writer, "covering" several sessions of the Alberta Legislature under the nom-de-plume of "The Gallery Gossip," his humorous skits being published in all parts of the country. The next move was to Toronto, Mr. Moffatt coming East to take over the duties of political writer of the Toronto News. A few months later promotion to the city editor's desk followed.

Well Fitted for New Post

In October, 1919, Mr. Moffatt entered the employ of the MacLean Publishing Company as editor of Men's Wear Review, and in the eighteen months which have since elapsed he has, as editor of Druggists' Weekly, made a name for himself as one of the best-informed and most versatile editors in the trade newspaper field today, tribute to his work having been tendered by some of the



R. M. BARBOUR
Who Has Been Appointed Advertising Manager of Bookseller and Stationer

Guelph Man Heads New Organization

C. L. Nelles Is First President of Booksellers' and Stationers' Association of Canada—Each Province to Be Represented on The Executive—Elections To Be Conducted by Mail.

THE Booksellers' and Stationers' Association of Canada was organized at a meeting held at the Carls-Rite Hotel, in Toronto, on Good Friday, under officers elected to act until Friday, August 26th, the date selected for a general convention to be held in Toronto during Canadian Industrial Exhibition.

C. L. Nelles, of Guelph, Ont., who was responsible for the original suggestion that this Good Friday meeting be held, as published in Bookseller and Stationer, was asked to take the chair. Later when the nominations for officers were called Mr. Nelles was nominated for the chief office in recognition of his untiring work last year in organizing the deputation that waited upon the Ontario Minister of Education and led to considerably increased discounts off the prices for school text books.

In view of the thousands of dollars for the retail trade that this meant in the aggregate, it was considered fortunate by those present that this opportunity presented itself for showing their appreciation to Mr. Nelles by electing him president of the association.

A. H. Jarvis, Ottawa, Ont., was elected first vice-president and F. I. Weaver, Toronto, secretary-treasurer. Other vice-presidents will be announced later and also members of the executive, for which one representative will be elected representing each province of Canada. These elections will be conducted by mail.



A. H. JARVIS,

Bookseller and Stationer of Ottawa, Ont., Who Has Been Elected Vice-President of the Trade's New Association.

It was decided that the annual fee would be $10 a year so as to provide funds that would assure the carrying on of plans that would result in the realization of real benefits for the trade.

Mr. Weaver referred to the many letters that had been received from members of the trade urging that an association be formed and indicating some of the benefits that would accrue, the nature of these letters being typified by the communications on this subject that appear elsewhere in this issue.

It was set forth that efforts would be made to carry forward association work similar to that accomplished by the American Booksellers' Association and the National Association of Stationers of the United States.

Assurances were read from sixty different retailers in various parts of the Dominion promising support for an association if organized. This was considered as auguring well for the future of the organization which has now materialized.

BEST SELLING BOOKS IN CANADA

Fiction.

	Points
The Mysterious Rider. Grey	83
Main Street. Lewis	75
Valley of Silent Men. Curwood	39
Top of the World. Dell	35
The Vagrant Duke. Geo. Gibbs	26
Glen of the High North. Cody	23

Non-fiction

Now It Can be Told. Gibbs	54
Outlines of History. Wells	32
A.B.C. Salesmanship	20
In the Meadows of Memory. Dorker..	20
Abraham Lincoln. Drinkwater	20
A Straight Deal. Wister	20

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best judges of publicity in the United States and by retailers from coast to coast in Canada.

Having done considerable book reviewing during the course of his journalistic career, the new editor of Bookseller and Stationer is well fitted for the position to which he has just been appointed. That he is not without practical retail experience is evident from the fact that some years ago he served with R. J. Edgar, of Owen Sound, Ont., and also with Highet's Book Store in that same city. Mr. Moffatt also enjoys the distinction of being a virile platform speaker, having addressed public gatherings of all kinds in both Alberta and Ontario. That he will, when opportunity offers, use both his voice and his pen to the best possible advantage in the interests of the booksellers and stationers of Canada is not to be doubted.

New Advertising Manager

R. M. Barbour, newly appointed advertising manager of Bookseller and Stationer, is one of the youngest members of the MacLean trade newspaper organization, having joined the staff of Canadian Grocer on his return from overseas in 1919. For several months Mr. Barbour was employed in the advertising service department of that publication, his ability along this line soon becoming recognized.

Late in 1919 came his appointment as Toronto and Ontario representative of Druggists' Weekly and until the present time he has done splendid work on that publication. In the short time that he has been with the MacLean Company Mr. Barbour has gained a very wide experience which should prove of inestimable value to advertisers wishing to make use of his ability to plan copy, layouts and campaigns.

A native of New Brunswick, having first seen the light of day in Fredericton, Mr. Barbour lived continuously in that city until 1915, when he was appointed to a commission in the 64th Overseas Battalion from Nova Scotia. Before proceeding overseas he was promoted to the rank of captain, but this he voluntarily relinquished so that he might get to France when the 64th was broken up into drafts.

Serving in France with the 25th Nova Scotia battalion, Mr. Barbour was badly wounded in the Battle of Vimy on April 9, 1917, but in the fall of the same year he was back in France with his unit. In the battle of Arras in August, 1918, Mr. Barbour won back his captaincy and for gallantry on the field was awarded the Military Cross.

The members of the trade in the Maritimes who recall Mr. Barbour's war record will hear with pleasure of his recent rise in advertising cicles. He will also be remembered as an athlete of considerable prominence in New Brunswick in the days before the war.

Plans for the Future

Mr. Barbour takes over the position of advertising manager of Bookseller and Stationer with the avowed purpose of making the advertising section as bright and newsy as that devoted to editorial matter. He firmly believes that this is very easily possible and it is his intention to keep this idea uppermost in the minds of advertisers. Undoubtedly the trade will be glad to hear of these plans and will watch the advertising section with even greater interest than in past years.

EDITORIAL COMMENT

A STRONG FEATURE

IN the March issue a feature that attracted a great deal of attention and which drew forth words of praise from the rank and file of wholesalers and retailers alike was the special greeting card section. This is further indication of the importance of this branch of the business in the minds of the merchants. Wholesalers tell of the satisfactory increases in the orders being placed by retailers over those of a year ago. This substantiates what was said in the last two issues of Bookseller and Stationer as to the expectations of the retailers that the total volume of greeting card trade this year would be fully 25% ahead of 1920.

BUY-A-BOOK-A-WEEK

CANADA must not lag behind in the campaign for increasing the sales of books. The Buy-a-Book-Week campaign now going strong in the U.S. has not been taken up as aggressively on this side of the border as it should have been ere this by the trade and the general press. Such periodicals as the *Christian Guardian*, in their attitude toward Religious Book Week, have taken up the work in the proper spirit, but the great daily and weekly press have not as yet put their shoulders to the wheel as have the newspapers in the United States in supporting the campaign as one deserving of every encouragement. This is one question that might well occupy the serious attention of the new trade organization of retail book-sellers and stationers, and they would do well to enlist the close co-operation of the book publishing houses.

YOUR TOY TRADE

THERE is scarcely a book and stationery store in Canada that does not to some extent, at least, include a stock of toys and games. There are still some who are antagonistic to the idea of putting in a representative stock of toys even for Christmas trade. These are mostly the older men in the trade, those who remember to their sorrow, the endless source of annoyance and loss that used to attend their efforts in serving their customers to the extent of putting in a goodly assortment of toys for Christmas. These men have since those days restricted their attention in this line to games and toy books. The chief contributing cause in developing in them that frame of mind was the flimsy nature of most of the toys that were prevalent in the trade up to a decade or more ago. They have not yet come to a realization of the revolution that has been brought about in this business, making it far more worth-while and profitable to retailers than in the years gone by.

The greatest improvement has developed since the outbreak of the Great War when the toy vassalage of this and other lands to Germany was broken and new ideas were introduced in the manufacture of toys in Canada, in Britain and in the United States.

The result is that to-day the toy business is on a vastly higher plane as regards the prestige of its stock-in-trade, in that vastly superior products are now available, running up to high-priced goods that sell readily because of their genuine merit, while even the cheap articles are more in keeping with the spirit and character of the homes of Canada and the everyday life of the people, whereas the annual deluges of toys that used to come across the ocean from Germany were characterless, lacking almost entirely that indescribable element of appeal that accounts for the attraction of the new type of toys. Many of these are of Canadian origin as well as manufacture.

Even as it is it may safely be maintained that more toys are sold in the book and stationery stores of Canada than in any other retail branch but each year sees vast advances made as, more and more, the old antipathy to the line as indicated in the foregoing is being broken down.

In consequence of all this, the future of the toy business in Canada and especially in the book and stationery stores of Canada, is exceptionally bright.

OFFICE SUPPLIES

AS a means of building up trade in office supplies it would be advisable for every stationer, even the dealer in the small country town, to devote as much of his time as he can spare to a thoughtful investigation of the possibilities of this branch of the business.

There is hardly a town that has not its quota of manufacturing concerns. There are, of course, other retail stores, besides various business and professional men who have offices. Even the progressive farmers of this age have their offices, or at least books and systems that amount to same thing.

There isn't a stationer, no matter how restricted his field may be, who cannot vastly increase his business in the great field of office equipment. This might well be discussed with the travelling salesmen who are almost without exception well-posted men ever ready to be of service in imparting information to retailers. The advice which they are able to give is invaluable.

WATCHFUL WAITING SEEMS TO BE THE ORDER

Continued from page 35

and Company, of Amherst, N. S., March returns being just about the same as in the same period last year.

"February, 1921, went considerably ahead, and March, too, has been keeping ahead," reports R. O. Smith Company, of Orillia, Ont.

"Somewhat less in dollars and cents, but just the same a good healthy business," is the manner in which L. E. Grigg, 135 Victoria street, comments on the comparison between the Februarys. March this year, he adds, was not of the same volume as last year, but nevertheless he reports it good.

Brief comments from other sources may be given as follows:

Johnson's Pharmacy, Kenora, Ont.: "Magazine business better than last year."

J. Alp Guay, 19 Notre Dame street west, Montreal, P.Q.: "Ten per cent. less in February; better in March."

S. Jessop, Sudbury, Ont.: "Some better for February. About the same for first half of March. Not so good towards the end of the month."

R. R. Colpitts and Son, Moncton, N. B.: "About twelve per cent. increase for February. Slight increase in March."

Mountford's Book Shop, 1017 Laurier avenue W., Montreal, P.Q.: "Fourteen per cent. better in February. Ten per cent. improvement in March."

Murray-Kay Company, Ltd., Toronto: "About the same in February. Better in March."

Theo. B. Barnedale, Windsor and Essex, Ont.: "Fifteen per cent. decrease in February. No improvement noticed in March."

A. McKeagur, Thorold, Ont.: "Big increase noted in first three months of year, March being particularly good."

A. W. Dewar, Oil Springs, Ont.: "Everything promises prosperity here. Everybody is spending freely. March business has been better, although the roads are just about the same as a year ago, if not worse."

O. E. Henderson, Almonte, Ont.: "Fifteen per cent. ahead of February, 1920. January business was twenty per cent. ahead of the same month last year. March business twenty-two per cent. better."

S. B. Watson, of Thomas Nelson and Sons, Ltd.: "Hundred per cent. increase noted for February. March business better."

Jack Canuck Publishing Co., Ltd.: "February ten per cent. better. March business better and prospects are bright."

E. C. Rice, Wyoming, Ont.: "The business of February, 1921, shows an increase of 25 per cent. over the corresponding month of last year. Owing to the bad condition of the roads, March business to date is about $33 less than last year."

Buying is the Backbone of Prosperity

Prosperity is within our reach.

All we need to have and to hold it is a sane, sure grasp on its simple elements.

They are Industry, Integrity and Faith.

These are the cardinal virtues of human relations. They are the underpinnings of healthy, natural business life and the foundation of a wholesome social system.

They are the fountainhead from which Progress springs. A well-known business economist has called them "Fundamentals of Prosperity."

Your purchases are an expression of Faith. They are evidence of your Industry. Make them confidently from business institutions of Integrity.

Buying is the backbone of prosperity. An active market means more employment, steadier earnings; benefits are passed around.

Wise spending gives stability to earning and for that reason is farsighted thrift and sound economy.

The call of to-day is for cheerful thinking, willing working and constructive action by you—everybody—NOW.

To-morrow's change for the better will come about through the combined efforts of each and every one of us.

By sheer force of numbers and co-operation, by the high power of heart and mind, we can put business on a firm, stable basis.

We can do this because all of the material factors making for better business are right.

Let us link out faith with industry, our vision with courage, and forge ahead.

Let's make an uncommon effort toward a common end—Good Times.

A message from the Associated Advertising Clubs of the World.

Books Holding Own Well.

H. B. Alliott, Wingham, Ont.: "Book end of business has held up remarkably well. February business about 35 per cent. better than last year. March shows an increase of fully 40 per cent."

Walton's Bookshop, 151 East King St., Hamilton, Ont.: "83.30 more in February, 1921, than 1920. Not quite so good in March."

G. E. Copeland, Windsor, Ont.: "Increase of 20 per cent. for February. Very much better in March. Increase about 30 per cent."

W. H. Buckley, Niagara Falls, Ont.: "February business was good. March about the same."

A. H. Jarvis, Ottawa, Ont.: "Both months were as good as the same last year, if not better."

A. Jackman, North Bay: "About the same for both months."

E. S. Brown, Collingwood, Ont.: "Fifteen per cent. less in February. March business just about the same."

James G. Challies, Winchester, Ont.: "Seventeen per cent. advance in February. Ten per cent. advance up to March 18."

Rain Brothers, 497 Bloor St. W., Toronto: "Very little increase in February. March not much better."

Williamson and Son, Port Hope, Ont.: "Quite as good in both cases."

A. Willard, St. Mary's, Ont.: "Eight per cent. increase for February. Not quite so good in March."

J. C. Jaimet and Company, Kitchener, Ont.: "A little better in February, but not quite so good in March."

G. W. Farnham, Oakville, Ont.: "Twenty per cent. better in February. Increase of 15 per cent. in March."

E. L. Feaser, Trenton, Ont.: "February about the same. March looks good for a twenty per cent. increase."

J. H. Fisher and Son, Paris, Ont.: "February better than in 1920. Best February, as a matter of fact, in 33 years. March so far about fifteen per cent. better than last year. If business looks at any time as though it might be quiet, we put forth special efforts to bring it up."

E. B. Smith, Smithville, Ont.: "Better in February. About fifty per cent. better in March."

Canadian Pad and Paper Co., Toronto: "February was equal to 1920. March, too, was just as good as last year."

L. Morris, 388 Yonge St., Toronto: "February was much better. March business will have to hustle to keep up with last year."

Martin Prong, Hespeler, Ont.: "February not as good as last year. March about the same."

James A. Cook and Son, 77 Bay St., Toronto: "Better in February. March just as good."

S. W. Howard, Hagersville: "A drop of fourteen per cent. in February, more or less the result of the bad state of the

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Display Does Much But - - - Not All

"Salesmanship Ability Also Needed," Says Rev. Albert L. Geen, of Belleville, Ont., Who has Been in the Book and Stationery Business For Fifteen Years—Sends Religious Manuals as Far Away As Kingston—How School Supplies Are Handled

A DEALER in books and stationery supplies for the past fifteen years, having been in the drug business for 35 years previously, Albert L. Geen, of Belleville, Ont., now boasts of one of the finest little businesses in his part of the country.

Now the greater part of the Geen store is taken up with books and stationery. Every place the customer's eye roams it is almost sure to rest on a book. All one side of the store is taken up with the works of famous authors, religious manuals and fiction of all kinds.

Mr. Geen has worked up a magnificent book trade and this is all the more surprising when it is remembered that at one time he handled paints, glass, coal oil and lamp chimneys.

"I have handled books for years—I would say about ten or fifteen—and I have always found it a pleasant and profitable line," stated Mr. Geen in talking over this angle of his business with the editor of Bookseller and Stationer. He added:

"I think I have almost everything worth while in the book line. We carry a number of magazines, too, and for some of these we are district agents."

Religious Books to Fore

The stock in the Geen store includes nearly everything in the line of prayer books, hymnals, etc.

"And we send these as far away as Kingston," replied Mr. Geen on being questioned as to the extent of his clientele. "Yes, the display that we make certainly sells a good many books for us but salesmanship ability is needed, too, to back the display. In some cases the books will sell themselves, but not always. Quite frequently we have to arouse the customer's interest, point out the merits of this book or that and in numerous little ways show just why such and such a book should be purchased.

"Our book and stationery business," went on Mr. Geen, "is very good. But it has taken us years to work it up. We have got the people into the habit of coming here. We keep one side of the store for books and stationery. Our newspapers and magazines we keep on a table in the centre of the store. Here they are handy for our customers and there is little chance of them being missed or passed over."

Handling School Supplies

School supplies galore are also stocked and when the writer called on Mr. Geen there was a row of school bags strung right across the centre of the store, being perhaps one of the most conspicuous features of the establishment. But when the schools are opening at the close of the holidays all the school supplies are put at the rear of the store. Here the children are allowed to browse around to their hearts' content. The books and other supplies are spread out before them and while they are looking around and making up their minds they are not bothering or getting in the way of the other customers.



REV. ALBERT L. GEEN,

of Belleville, Ont., who has been in business in that city for almost half a century. He doubts very much whether there is a sign in the city the same as when he started.

Senior past president at the present time of the Retail Merchants' Association of Canada, Albert L. Geen, clergyman, pharmacist, bookseller and stationer, of Belleville, Ont., will be remembered as the first Dominion president of the R.M.A. He will be remembered, too, as the man who led the deputation to Ottawa when the trading stamp business was killed. On that historic occasion there were six car loads of merchants from Montreal alone.

A Leading Bellevilleian

Mr. Geen was ordained as a minister of the Church of England in 1885 and he was one of the first members of the Council of the Ontario College of Pharmacy. He has held offices in the city council and on the school board, and in one way or another has been a foremost figure in the public life of Belleville. But it would be impossible to write of the Geen family or its venerable and kindly head without making reference to its patriotic associations.

At the present time one son, Ernest, is collector of customs. Another boy, Percy W., assists his father in the store, and still another, Reginald, has made quite a name for himself as a musician and a teacher of piano and singing in Owen Sound, Ont.

Gave Life For Country

Mr. Geen's oldest son gave his life for his country in the Boer War. The aged pharmacist's eldest brother also fell in the Fenian Raid. The two boys, Ernest and Percy, served overseas, as did also their sister, who was a military nurse before the war. Miss Geen went overseas with the First Contingent. It is Mr. Geen's proud boast that all of his family who could go went to the front when their country called.

It is interesting, too, to note in this connection that Mrs. Geen's father was a lieutenant in the Guard of Honor that accompanied Napoleon to Russia. He was an Italian nobleman and fought with Garibaldi. Afterwards he came to Canada and for some time was professor of languages in Toronto University.

Course to Assist Card Writers to be Started Soon

In reply to numerous requests that have been received for pointers that might assist the beginner in the writing of show cards Bookseller and Stationer is pleased to announce that arrangements are being made to provide such a course. In the next issue of Bookseller and Stationer will appear the initial articles of a course designed to assist the man who writes his own cards and who realizes just what a help these are to him in his business. The best materials for the novice to use will be described in the May issue and sample alphabets will also be presented. These the beginner may use as models in his practise work.

WATCHFUL WAITING

Continued from page 39

country roads. March better by 21 per cent."

Good Reports for March.

J. T. Scales and Company, Mount Forest: "February slightly better this year, perhaps owing to the fine weather as compared to the very cold and stormy weather of 1920. March business about the same."

C. L. Nelles, Guelph, Ont.: "Fifteen per cent. advance for February; about the same for March."

— Baillie, Simcoe, Ont.: "Twenty per cent. increase in February. March about the same."

Robert Duncan and Company, Hamilton, Ont.: "Business was better in February, both as to commercial and other lines. March better this year."

Trebilcock Brothers, Peterborough, Ont.: "Fifteen per cent. better in 1920 than this year. Up to March 19, business was about the same."

Bale and Son, Hamilton: "Practically the same in February. March slightly better this year."

Manleys, Limited, Sarnia, Ont.: "About the same in February. Better in March."

Early Easter Helped Some.

George Rogers, Harrow, Ont.: "Between fifteen and twenty per cent. better this February. March this year probably a little better, but not much. Slump over February was due to low prices offered by buyers for last season's tobacco, of which there is a large quantity here. Improvement in crops is expected before summer, although if crops generally are not good the coming season, it will be a critical time for the farmers."

L. N. Ledic, Valleyfield, Quebec: "February of 1920 was 33 per cent. better. March business not quite as good as last year."

Follansbee and Company, Newcastle, N. B.: "February of 1921 was twenty per cent. better than a year ago. Business in March was better, possibly due to Easter coming earlier."

Sussex Merc. Co., Ltd.: "February this year slightly better than last year. Business in March better, but Easter coming early may account for it."

CANADIAN BIBLIOGRAPHY

Dr. Locke, of the Toronto Public Library, advises that this institution is taking up the question of a Bibliography of Canadian Fiction, information for which will be welcomed, including author, title, publisher, year of issue and number of pages of any book written by a Canadian or about Canada that has appeared since 1904. There has not been a bibliography published since Victoria University, under the editorship of Professor Horning and Mr. Burpee, published the bibliography of Canadian fiction up to 1904.

Memorial Tablet Unveiled In Honor of A Hero of Boer War

Tribute is Paid to Late Lieut. Edgar De Forneri Geen of Belleville, Ont.—Volunteered For Service in South Africa Although Under Military Age



IN honor of the late Lieut. Edgar de Forneri Geen, son of the Rev. Albert L. Geen, bookseller and stationer, of Belleville, Ont., a memorial tablet has just been unveiled in St. Thomas Church, of that city. The late Lieut. Geen died in 1902 from wounds received in the South African War. The Belleville Intelligencer comments on the service as follows:

"In addition to the confirmation service a tablet to the memory of Lieut. Edgar de Forneri Geen was dedicated, also a large processional cross presented by the congregation in memory of the twenty-eight members of the congregation who gave their lives on the altar of sacrifice in the great war.

"Lieut. Geen, although under age, volunteered for service in South Africa during the Boer War and breaking down parental opposition after several enlistments sailed for Africa with a reinforcement draft for the Canadian soldiers there.

"After seeing active service against Kruger's forces the young soldier was stricken with enteric fever and for days his life hung upon a thread in the military hospital in Bloemfontein. Finally he was invalided home to Canada but never recovered his full health and on June 7, 1902, died suddenly at Toronto, where he was employed, medical opinion being that his heart had become so weakened by long marches and exposure in South Africa followed by his long illness that death had come quickly.

"Lieut. Geen was given a military funeral in Belleville where he had a host of friends and was universally esteemed."

The tablet read as follows:

LIEUT. EDGAR DE FORNERI GEEN
Veteran of South African War
1899-1901
Died June 7, 1902
Aged 21 Years

Losses In Shop-Worn Stock

HAVE you stopped to realize just what it means to have a lot of valuable stock mussed and soiled and permitted to get shop-worn so that it has to be sold at a marked reduction? The care of stock has a distinct bearing upon your pay envelope.

When the buyer of your concern purchases goods for resale, it follows as a matter of course that they must be paid for. If the firm did not pay for its supplies promptly it couldn't get more of them. So we will say that seventy cents out of every dollar, on an average, has to be put right away to pay for the goods purchased.

Then, it is necessary to meet all your bills and overhead expenses promptly—that is, taxes, payroll, lighting, heating, repairs, rentals, etc. If these bills were not promptly met the help would not stay, we could not advertise, and we would have no place in which to do business.

Consequently we must put 24 per cent. away to meet overhead expenses—that is, out of every dollar 24 cents has to be laid away to pay you and all the bills which must be met regularly. So we have no profits at all until the entire sum necessary to pay our wholesale jobbing house and our overhead expenses has been collected—that is, if we have bought $70 worth of goods we must sell $100 before we have any profit whatever for ourselves. Out of this profit we must also make extensions and improvements. —The Standard.

Making Use of Magazines Stocked

J. A. Lambertus, of North Bay, and J. P. Lamb, of Athens, Have Unique Plans For Advertising Their Business and Merchandise Carried—Other Retailers Make Practice of Pushing Nationally-Advertised Goods at Regular Intervals.

WHAT does the average stationer who handles hundreds of publications of all kinds do with the magazines and newspapers that he hands out over his counter to customers? Does he use them in any way to his own advantage? In short, does he send them broadcast as propagandists for his business?

Two Ontario merchants who have adopted unique plans in the handling of the periodicals they stock are James A. Lambertus, of North Bay, and J. P. Lamb, of Athens.

On every newspaper and magazine that passes through his hands Mr. Lambertus puts the stamp of his store, together with some information regarding some particular line of goods he is handling. His little message, standing out conspicuously on the top of the paper, may read something like this:

J. A. LAMBERTUS
HAS JUST THE KIND
OF CHOCOLATES YOU WANT.

Mr. Lambertus sees to it that every publication he handles helps to advertise his store and undoubtedly this method of his brings him all kinds of business which he might not otherwise secure.

Mr. Lamb's plan is somewhat different This retailer makes use of the expensive advertisements of the big firms whose goods he carries. In a word, he harnesses the Niagara of advertising and makes it work to his advantage.

In the magazines that are not returnable, such as the Ladies' Home Journal, Mr. Lamb advertises his goods in a most effective manner. As soon as the magazines are received they are gone through carefully and every advertisement of the goods carried in stock is stamped in big letters as follows:

YOU CAN BUY IT AT
LAMB'S DRUG STORE.

Mr. Lamb shows here that the manufacturer who secures the co-operation of the merchant is working along the proper lines. The man behind the counter wields a mighty influence and once the manufacturer has secured his goodwill he may rest assured that he will not be the loser by it. Certainly Mr. Lamb's plan of marking his magazines boosts his own business and with it that of the advertiser whose message he is localizing and, therefore, making more effective.

"The spoken word is better every time than the printed message," said Mr. Fowlie, of McKeown's, Belleville, Ont., to the editor of Bookseller and Stationer, in discussing the question of co-operation between the manufacturer and the retailer.

F. G. Niebel's Method

In this connection, too, it might be mentioned that F. G. Niebel, corner Dundas and Ossington Avenues, Toronto, is another who at intervals makes use of the advertising of the firms that turn out his goods. Now and then a window in the Niebel store is given over to goods that are nationally advertised, the advertisements in the country's leading magazines being torn out and placed right in the midst of the merchandise to which the attention of passers-by is thus drawn in a potent manner.

"Such a display generally pulls well," stated Mr. Niebel in discussing the question, adding, "I find as a rule that when strong advertising begins to appear in national periodicals I can expect to get a demand."

The writer has in mind—now that this subject is under consideration—the case of another who while going through the advertising pages of some of the leading magazines recently was struck by the fact that he carries in stock just about all the articles which are nationally advertised by the leading drug and toilet goods manufacturers. And he felt that there was a mighty good sales idea in this fact if he could only work it out

Mounts Advertisements on Cards

After puzzling over the matter for a few days he decided to cut out some twenty or more full page advertisements from the magazines and mount these on cardboard. Then he placed them in his show window and in front of each advertisement put a sample of the article itself. A big card in the center of the display read:

"We are up to date. We carry all the articles advertised in the magazines."

Naturally this gave an interesting, newsy and novel look to the show window and made a lot of people stop and look who would otherwise probably have passed by without a single glance. Also this merchant's sales of nationally advertised articles showed a very gratifying increase as the result of the display.

Dealer a Big Factor

It costs real money to make customers. This fact has been established. Every time the dealer sells a non-advertised article to a customer who asks for an advertised article he is taking a chance of losing the trade of that customer. When he sells advertised goods, he virtually assumes no responsibility as to the satisfaction they give. When he sells non-advertised articles the entire burden is put upon his own shoulders, for he must assume the full responsibility himself. But the good will of the Niebels, the Lambertuses and the Lambs of the retail business must be secured by the national advertiser before he can expect them to go out of their way to boost his goods.



At the corner of Portage and Langside, Winnipeg, Man., may be seen the display of magazines shown above. Quite a number of stray quarters can be picked up by the bookseller and stationer who lets the passing public see that magazines constitute a big portion of his stock. An outside display like the one presented here stops passersby and not infrequently brings customers for other lines.

Easter Sunday Opens Camera Season

Live Retailers in Ontario Work Unique Schemes to Catch Amateur's Attention—E. C. Harvey, St. Thomas, Had Novel "Chicken Run" in His Window—Another Window Told "The Story of a Perfect Picture"

THE open season for cameras is again at hand. From now on the camera will be one of the most conspicuous items in the stationers' windows. The weeks just after Easter are always good for this line of merchandise as Easter Sunday is generally recognized as "Camera Day" just as the 24th of May is looked upon in Canada as the "opener" for the straw hat season.

Now, talking about cameras reminds the editor of Bookseller and Stationer of a smart window display that was staged recently by E. C. Harvey, of St. Thomas, Ont. This window of Mr. Harvey's, it might be added, would be particularly effective at this season.

The window took the form of a chicken run and the cameras on display were all so arranged as to represent chickens and the other appurtenances—feathered and inanimate—of a netted enclosure. The display was certainly a novelty and if the business it attracted was commensurate with the interest it aroused Mr. Harvey must certainly have scored a knock-out.

Another Ontario store which can always be relied upon for something novel in the camera line is that of Cairncross & Lawrence, of London. With this article is shown a reproduction of a display which was put in last week by this firm. "The story of a perfect picture" it was called and the reader can judge for himself just how effective such an exhibit would be.

"A perfect picture from every film" is the slogan adopted and lived up to by Cairncross & Lawrence. As a business booster this store keeps up the interest of amateur photographers by giving away each day an enlargement of the best film left to be developed. The amateur whose film has been selected learns of his good fortune through seeing the finished product, enlarged and framed, in the Cairncross & Lawrence window. All he has to do then is to ask for it. It is easy to imagine just how such a scheme would draw attention to the windows.

D. S. Curtis & Co., New Westminster, B.C., is another firm that boosts cameras as a good side line, photo supplies, amateur finishing and framing being all big specialties.

In Woodstock, N.B., Newnham & Slipp put emphasis on the promptness with which they do developing and printing and so from one end of the country to the other retailers make capital out of the general enthusiasm that characterizes the camera fiend.

That there are big possibilities in the camera business is a recognized fact. But business will not come of itself. A certain amount will, of course, but to go after this business right the dealer must use his windows and—his head. Speaking of an enterprising retailer who for several years has made a great success of his camera department, a paper published in Chicago told recently how this man induced one of the best amateur photographers of his town to take a number of snapshots—including the court house, an Italian fruit peddler, the railroad bridge, and several of the churches and better residences of the town. He furnished all the films for the work, and in addition presented her with a nice box of candy. He had these developed and printed. Then he secured a sheet of cardboard, 4 x 5 feet, and lettered it in the centre:

TAKEN RIGHT HERE IN OUR OWN TOWN
Developed here. Printed here. You can do it just as well.
This is the camera that did it. You can buy one for $15.

All around the edges he mounted the local views. He placed the card in his window and on a pedestal directly in front of it he placed the camera with which the work had been done. At either side he displayed a number of cameras of different prices, together with a good stock of films. It was the best advertisement he could have had. When views supplied by the manufacturers are used as advertisements there is apt to be considerable skepticism as to whether equally good work can be done by an amateur with a comparatively cheap machine. This card removed the doubt. They all recognized the local scenes, many of them knew the photographer, and they had before them the actual popular priced camera that did the work.

At another time he showed a loose leaf photo album containing pictures taken during a camping trip, with the dates on which each was taken, making the book a regular diary of the trip. When this had all been arranged he sent cards of invitation to all the local sportsmen, urging them to come down to see the display, and advising how much it added to the pleasure of a fishing, hunting or camping trip to have a camera along. In a postscript inspection of their lines of toilet articles, rubber goods and various outdoor supplies was also invited.



For this attractive display, Cairncross & Lawrence, London, Ont., were last week responsible. Note the price tag on every machine, also the line of pictures showing the different processes through which the film goes from the time the roll is handed in to the clerk until it is handed back to the customer. Note, too, the offer of an enlargement, free, for the best negative received each day. This plan has proven a winner for drawing attention to the windows.

Toy Craft and Basketry

Easter Time Sees Shops Resplendent With Bunnies and Eggs, While St. Patrick's Day Brings the Candied Green Snake and the Harp—Lovely Displays of Baskets Take Prominence in the "Between" Season.

IT is a matter for gratification to Canadian toy buyers that British firms specializing in toy manufacture should send over comprehensive exhibits of their products to this side of the Atlantic. Such toy exhibits are exceedingly educative as well as profitable to buyers in this country, who have been forced to take anything and everything in the past in order to meet the increasing call for good toys. As far as price is concerned, it cannot be said that British firms offer better inducements than the United States makers, but the merest glance over the samples submitted by the former provides ample evidence that quality and perfection of workmanship are characteristics of the toys made in Great Britain, just as they are of all other goods made in the motherland.

A representative of Bookseller and Stationer recently visited a remarkable display of such toys at the office of the British Trade Commissioner in Montreal and was impressed by the wide range of articles shown, all made by one firm. The animal kingdom was represented from the largest and most voluble Teddy bear down to the most minute bird perched on a rattle. The bears, by the way, came in four different colors, white, brown, grey and yellow and were exceptionally well made, provided with a realistic growl when squeezed in the proper spot, and with most expressive faces. The all-white animal in flossy wool is apparently a strong feature of English nurseries, as numberless representatives of the rabbit, cat, dog, and bear families were among those present. Yellow velvet was also effectively used to make ducks and geese and other birds, all of which were firmly stuffed and stitched together. The designing of these animals is worth considerable study, and all the toys were characterized by an imaginative and original fantasy, strikingly different from the general run of such lines in this country. One amusing duck made of the yellow velvet was armed with a black umbrella under his wing and a battered black felt hat was cocked at the back of his head. A neatly tied cravat encircled his neck, the whole effect being grotesquely funny.

Dolls Wear Wrist Watches

The stuffed dolls were also cleverly made with life-like expressions and the smartest of clothing. Both girl and boy dolls were equipped with watch bracelets on their wrists and nearly all had luxuriant flaxen curls clustering over their stuffed faces. Separate outfits of frocks, jerseys and caps were featured in the display and were almost exact replicas of the dresses worn by little girls. One outfit was of dull blue jersey silk with bloomers to match and a silk sweater for "best wear."

Games and leather goods were still other features of this display, as well as all kinds of stationery supplies, picture frames and quaint boxes. One novelty which promises to be popular in Canada was a waterproof pencil case for the school student fitted up with pens, pencils and erasers, and lined with a time-table on which the hours of the school curriculum could be written.

The Easter Display

The toy business has been exceptionally quiet in the retail stores since February, and few novelties have been shown. Easter goods, both toys and decorative effects were occupying the place of honor, so that bunnies, chickens, eggs, etc., are temporarily usurping the place of dolls and toys. The day of marbles and skipping ropes is not far off, however.

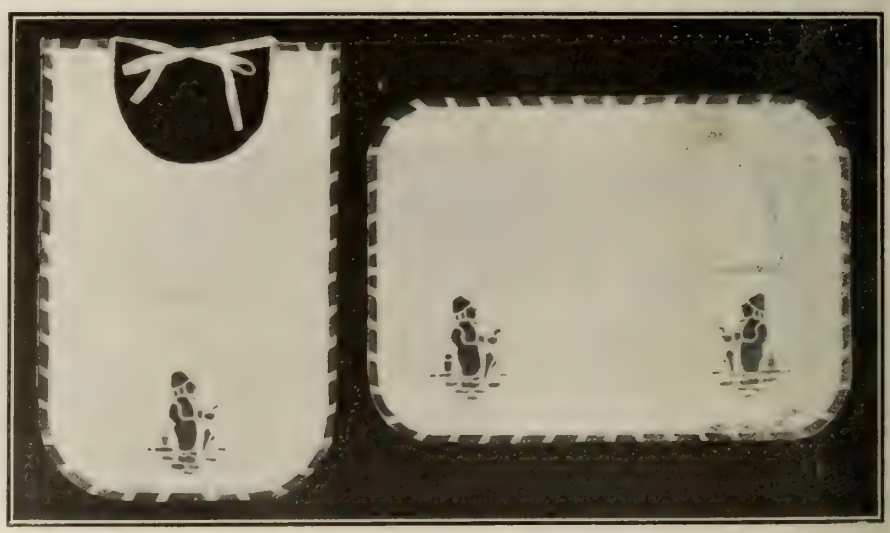
The confectionery exhibits were particularly fascinating, crowding as they are, hard on St. Patrick's Day, and the store exhibits are a blaze of color in the most tempting sugar forms. Things good to eat are mixed to the proper hue and fashioned into the most cunning bunnies, gorgeous icing trimmed chocolate eggs and delicious harps and shamrocks. Even snakes have been made safe and are created in a perfectly harmless and digestible toffee of a "poisonous" shade!

Many of the stores are using this period of "between seasons" to feature a display of baskets and kindred lines of wicker work, reed, etc. This kind of display seems peculiarly suitable for Spring and may well be pushed before the time for out-door goods comes to hand. It is several years since the display of these lines has been of such a varied and comprehensive nature, and incidentally designs and weaves are more attractive than ever.

The most novel feature of one excellent display was the woven reed sewing baskets in "Martha Washington" or two-deck style, closely resembling the originals made of mahogany. One style in square corner effect was stained brown in a wood shade and was lined in the top and lower sections with dull blue brocade. The legs curved outwards and were strongly reinforced with natural wood, as was also the cover. Another equally effective stand was of natural reed woven in a rounded effect, also lined with blue brocade. These sewing stands will brave the roughest usage and are decidedly ornamental additions to any room. They are made by returned soldiers who are turning out such excellent work as a result of their basketry courses.

Among the numberless varieties of baskets being displayed are many novelties in waste paper receptacles, woven in reed, curved into pretty shapes like Grecian vases or straight and conventional with handles. Bamboo in the effective brown shades is still in good demand, both for household and office use.

The sometimes prosaic laundry or



NOVELTY CHILDREN'S SET

Quaint bib and table mat in pretty blue and white design, known as the "Dutch Kid." Shown by courtesy of Pugh Specialty Co., Toronto.

BOOKS IN THE HOME

"Books are not made for furniture, but there is nothing that so beautifully furnishes a house. A little library growing each year is an honorable part of a man's history. It is a man's duty to have books. A library is not a luxury, but one of the necessities of life."
—Henry Ward Beecher.

soiled clothes basket appears in a new guise. Made in at least four different shapes, oval, square, three-cornered or oblong, and in many different heights, they are further elaborated by artistic coloring, which may be done in order to match a customer's room, or in a bizarre futurist effect in black and bright colors to fit in anywhere. Flat laundry baskets in split ash are for the most part the product of the French-Canadian or Habitant farmer in Quebec and are well made, serviceable and good looking.

Prices Show Decline

Wicker baskets, formerly almost exclusively made by Belgian makers, are now being made by the Indians and French in Canada at a much lower cost and in more durable and convenient shapes and sizes. The increasing competition from our own country is having the effect of lowering the prices of the imported varieties quite materially. Willow baskets are said to be down at least 30 per cent. below last year's prices while wicker styles show even more in some lines. The scarcity in most lines is now over, even the Japanese fancy lines show a tendency to decrease in price and increase in quantity.

Charming bassinettes for infants are developed in Belgian wicker work which may be enamelled to order. Picnic hampers and market baskets are also shown, with strong covers or without, in every size from tiny affairs for school lunches to huge motor or carriage sizes.

Fancy styles, including work baskets, fruit and sandwich trays, tea-trays with glass bottoms, or invalid trays with partitions for dishes, flower-baskets and holders fitted with metal containers, candy baskets, souvenirs of sweet hay of all descriptions, etc., are only a few of the many lines featured.

Many of the trays reveal handsome fabric designs stretched under the glass tops and these may be most effective when the designs repeat the patterns of the drapery fabrics employed.

The making of baskets has become an art, and the examples of the craft featured this Spring present an amazing array of useful and decorative receptacles whose uses are legion. In fact, according to one buyer interviewed, there is a basket for every purpose in a size or shape which will suit every possible purchaser, the thing is to get them at a price low enough to attract trade.

Buy a Book a Week

By L. M. CROSS in Successful Selling

THE above caption is the slogan of the booksellers for this good year 1921. Does anyone know of a better banner to fight under? Nobody speaks! So we suppose it is accepted by an overwhelmingly affirmative vote.

Now if this campaign is to be put over in a big way it must be the fighting slogan for all the book shops. The proprietors and managers must be in thorough harmony with the idea. They must fairly saturate their clerks with this thought, so that every customer in their shops may know about it and that everyone of them may have it drummed into him by the clerks that wait upon them in the stores. Get the thought, Buy a Book a Week, into everybody who buys books and they will have the thought of books ever on their mind and many of them will buy more than a book a week.

The advertising man in the department stores ought to be made enthusiastic of this idea to make the book department one of the most profitable ones in the big stores. It would be a fine thing for the department store proprietors who write such wonderful editorials for their advertising page to let the general public have an enthusiastic and burning message on this subject.

Many of the publishers will effectively use it in their every advertisement and also on their posters and window display matter.

"Buy a Book a Week" can be made as nearly effective a human appeal as the one adopted by the Salvation Army: "A Man May Be Down, But He Is Never Out," for the reading of proper books lifts a man away up from mental and moral degradation.

So let's have a great chorus of voices that will ring out during the year in a mighty volume—**Buy a Book a Week!**

Finance Minister Appeals to Business Men

Sir Henry Drayton Meets Eastern Ontario R.M.A.—All Interests Must Pay in Taxes All They Can Afford

ALMOST two hundred Canadian business men and a score of local business women listened to an address by the Hon. Sir Henry Drayton, Minister of Finance, delivered at a luncheon in the Chateau Laurier, Ottawa, this week, under the auspices of the Eastern Ontario branch of the Retail Merchants' Association of Canada. Sir Henry's reception was most enthusiastic and the merchants probably never had the financial situation of Canada more comprehensively placed before them.

Sir Henry, in his speech, said: "You all know me, or of me. Some of you may not have been altogether favorably impressed in the past with the memories that my name evoked. In spite of this we have all got along pretty well together. I am sure, however, that the retail merchants realize the importance and necessity of stopping extravagance and luxurious buying and of stopping the apparently ever advancing high cost of living, even if it means standing some loss. I know you realize it because you did stop it to a great extent and I thank you.

"No thanks are due for the removal of any tax any more than there is any blame for the putting of it on. It is only put on when necessary and, like a plaster over a sore, should be taken off as soon as possible.

Will Consult Business Men

"I do not know your ideas as to how things should be run, but the best thing that he who is responsible for raising money should do is to meet his fellow Canadians like this before adopting any fixed programme. We have been trying to find out what is the best way to produce the largest revenue with the least inconvenience. The inescapable demands on the public purse are very great for the discharge of our obligations, obligations which every honest Canadian desires to see met. There is no room for selfish issues here or there. It is not a question of how much can I escape paying, but of how much can I afford to pay and still make a profit on my business?

"I do not suggest that any of you should carry on your business at a loss. I hope you will approach the entire question with a desire of doing as much for Canada as you can and not with the hope of escaping with the least effort possible.

"After all I realize business is business whether you are in a small or large establishment. The business of a country resembles that of a corporation. It is not the volume of business which means success or failure, but the result of that volume of business after you have closed your books. Some of my political friends claim that the larger the volume of business done the better is the country progressing. No national growth is successful unless made possible by foreign trade. It is of course the great desideratum. But with nations as with individuals the mere size denotes little. Sometimes mere size means liabilities—loss.

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The Turnover Tax is Favored

Wholesaler Submits Figures Showing Turnover Tax of 1% Would Provide Sufficient to Abolish Excess Profits and Other Taxes—Credit Men and Retailers Agree if Tax Equitably Applied to All Branches of Trade—"Government Not Above Criticism," Says J. A. Banfield

MANY phases of the application of present and proposed forms of taxation were dealt with at the conference of retailers, wholesalers and manufacturers in Toronto on Wednesday and Thursday of this week. The conference was arranged with a view to giving the Minister of Finance some definite suggestions on which to frame the new form of taxation to raise needed revenue. The conference was conducted under the chairmanship of J. A. Banfield, president of the Dominion Board R.M.A., and with J. T. Stirrett, of the Canadian Manufacturers Association, acting as secretary.

After an inaugural address by J. S. McKinnon, president of the C. M. A., in which he emphasized the need for co-operation among business men, discussion commenced as to the proper definition of the terms "manufacturer," "wholesaler" and "retailer," but as this discussion tended to be prolonged and doubt was expressed as to the relative importance of the matter, further discussion on that point was deferred until after a discussion of suggested forms of taxation to be applied.

There were several minor altercations concerning this point, and some suggestions of a tendency on the part of certain bodies to "get from under," and, despite the efforts of Vice-President Watters, of the R. M. A., to secure the definitions, a motion proposed by M. C. Ellis and seconded by W. H. Lamont, H. S. Howland Sons & Co., Toronto, the purport of which was to postpone the defining of the various terms until after the discussion on taxation, was adopted.

Message from the West.

Speaking to this motion, Geo. Douglas, Hamilton, Ont., a member of the C.M.A. committee on taxation, pointed out that defining the status of certain parties under the legislation was a matter of administration which the government would attend to after the method of taxation had been decided upon. T. W. Learie, representing the Canadian Credit Men's Association, agreed that what credit men wished to discuss was taxation.

In seconding the motion, Mr. Lamont stated that taxation was fundamental and that the various forms of taxation which had provided the Government in revenue should be kept in mind.

Horace Chevrier, Winnipeg, representing the opinion of western retailers on the issue, pointed out that at the last meeting of western merchants it was decided that the tax should be collected at the source of manufacture or importation. In presenting this statement, Mr. Chevrier continued:

"Whatever affects the retailer is bound to be felt by the wholesaler, and vice versa. Any break that is put upon distribution goes back through the gradations of wholesaler and manufacturer, and has its effect upon them, their staff and their capital. If a sales tax were placed on the turnover of the retailer, it would be just as bad as the luxury tax placed on part of the turnover, and we know that the retailer had to absorb the tax in many cases. It was illegal to absorb it, but it was done because it was necessary to liquidate accounts and allow wholesalers and manufacturers to carry on.

"The retailers are closest to the public, and they have to distribute your goods. If they have to sell a sales tax as well, it is more than they can do. The least interference with sales means much loss. Put the brakes on trade by having a sales tax collected by retailers, and it will result in unemployment, unrest, waves of crime, and a continuation of the period of stagnation.

"We say the tax is absorbed, but remember business is not managed by angels or saints. We are wrestling to get our bread and butter, and if you make a tax to be absorbed you are encouraging the merchant to put the brakes on his selling energy. With a definite sum of taxation staring him in the face, the merchant will ease off if he is not pushed forward by the fear of debt, and he will be dulled by the fear that he will be fined for keeping up his turnover.

"We need to have the retailer recover his courage so he will be able to resist this continuously falling market and put him in a position to say, 'I will not continue to give away goods.'

"If the sales tax is put on the retailer, you will put a crimp in that determination. Some retailers will add the amount of the tax more than once to be sure they collect it, and this will bring further protests from the consumers.

"The retailer is the distributing plant for the manufacturers, and it is great folly to encourage any legislation that will hamper him. It is just as absurd as it would be for the retailer to hobble his delivery team and expect his delivery equipment to cover the ground."

What the Taxes Produce

W. H. Lamont gave some definite statistics bearing out a plan to adopt a turnover tax. He pointed out that the present taxation yielded a revenue of $110,000,000. The income and business profits taxes cost 2½% to operate, while the sales tax costs 1¼% to operate.

"We want to pay the tax in the simplest manner possible," said Mr. Lamont. "Our internal turnover, allowing for exports, agricultural and other products distributed without reaching a retail store, amounts to four billion dollars at the source. A fair average turnover, considering the stages these products pass through, is three times, thus giving twelve billion dollars. An average profit of 15% each time brings in a profit of six billion dollars and an internal trade of eighteen billion dollars. That will produce $180,000,000 in taxation at 1%, which is about $70,000,000 more than the Government is getting now. We must impress upon the Government the need for economy and simplicity in taxation.

"Is it not reasonable, therefore, to ask the Government to repeal all three laws now in force and substitute a turnover tax? We do not want a sales tax shown in the invoice. The turnover tax operates more smoothly."

Speaking of the income tax, Mr. Lamont pointed out the big expense involved in furnishing the required information to the Government. He pointed to the fact that in England the income tax had been in force for years, and there were still many who were not paying it.

A representative of the C.M.A. committee on taxation outlined the stand taken by that body, namely, suggesting that the business profits tax be not re-enacted, that the income war tax as affecting corporations be repealed, and that the sales tax be extended.

J. A. Banfield hereupon presented the

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TAX RECOMMENDATIONS

The joint conference on taxation of the manufacturers, wholesalers and retailers in Toronto resolved as follows:

1. That the Business Profits Tax be not re-enacted.

2. That the Income Tax on corporations be repealed.

3. That the present Sales Tax be adjusted so as to provide the additional revenue needed by the Dominion Government.

News of the Trade

CANADA LEADS

A directors' meeting of a large advertising agency was held recently. This agency operates in many parts of the world. The meeting was called not only to transact the company's business, but also to consolidate the information regarding marketing conditions in the various countries. A careful comparison of business conditions in various countries proves undoubtedly, according to the directors, that nowhere are conditions on a sounder and more fundamentally prosperous basis than in Canada. The opinion of the directors was that no country is making such strides in the matter of commercial development, both national and international, as Canada.

* * *

Vulcan, Alta., will have a public library as the result of the promotional work of the Community Club. It will be situated in part of the store of J. A. Lindsay, one of the members.

* * *

C. R. Gibson & Co., whose commercial paper specialties are widely known in the trade, have just moved into new quarters at 826 Broadway, New York, giving them three times the space they had at University Place. The Gibson firm recently celebrated its fiftieth anniversary.

* * *

Al. Judges, formerly with the Wm. Croft & Sons Company, is now in business for himself at 155 Silverbirch Ave., Toronto. He makes novelty leather goods, such as cushion tops, whisk-holders and ornaments. There seems to be an increasing demand for these lines.

* * *

The Retailer is Important.

"Go into the cities, towns and villages throughout Canada and you will find the retail merchant occupies an important position in the life of the community. He has a personality which means more to his customers than catalogues. The mail order houses may eliminate the inefficient dealer, but their live and aggressive selling methods only act as a spur to the retail merchant who is worthy of the name, and who invariably secures his share of the business which formerly went to the late and unlamented inefficient dealer."

* * *

WANTS AN ASSOCIATION

Lenox Tice, Westlock, Alberta, is a close reader of Bookseller and Stationer and he advocates that the work of forming a trade association be kept up aggressively until organization is effected. In his store toys and games are live lines, many items being sold throughout the year. Special attention is paid to this line for Christmas trade, with increased stock and increased display space. Leather goods, especially purses, and other flat goods, are carried in goodly variety, constituting a ready-selling and profitable line.

* * *

HEADS MERRIAM MFG. CO.

The Merriam Manufacturing Company of Durham, Conn., manufacturers of cash boxes and stationers' tinware, has recently undergone a complete change in the personnel of the organization.

George J. Francis, formerly manager and treasurer of the company, has been elected president and treasurer. J. H. Sherin has been made sales manager.

The company was established in 1851. The present modern concrete plant was constructed under the personal supervision of President Francis, after the old plant was destroyed by fire a few years ago. The new plant is so arranged as to permit production with speed and economy.

The new president, Mr. Francis, was born in Meriden, Conn., July 30, 1862. He was a representative in the General Assembly from 1909 to 1910. He is a practical all-round business man.

* * *

PROSPERITY

Business conditions throughout Canada continue on the up grade, according to the Canadian Credit Men's Association.

Another indication of healthy conditions in the Dominion is afforded by comparative estimates regarding unemployment in Canada, Britain and the United States. It was stated that the number of workers in the United States unemployed during January was about 3,000,000, while, up to the end of January, figures compiled for Great Britain show that 1,060,000 workers were out of employment. In Canada, according to a statement issued by the Department of Labor, Ottawa, there were in January approximately 62,500 unemployed, or about 10 per cent. of the total number of laborers engaged in the industries sending in returns to the Government. Taking the number of unemployed as a percentage of the total population, Canada's position as compared to either the United States or Great Britain is most favorable.

OFFICE EFFICIENCY

C. C. Casey, of the Work Organizer Company, of Detroit, is a man who is not only a booster for and believer in bigger business in the retail stationery stores, but he is a practical sort of prophet. He points out that business men haven't quit buying. Offices haven't closed down. Just the reverse. Offices are working harder than ever, for the office, like the salesman, has a large responsibility just now to get sales back to normal in those lines which have seemed to show a falling-off in sales. The average stenographer, for instance, counting salary, stationery supplies, rent on office space, toilet facilities and other overhead expenses, including supervision, costs more than $2,000 a year. The same is true also with all other people in the office. There never was so good a time to fit out entire offices with time-saving devices. They cost so little that the amounts when added to salaries of the individual members of the office staff are insignificant when compared with the results from the increased efficiency thus attained.

* * *

LISTS RECEIVED

From Ross-Gould, of St. Louis, comes an elaborate new illustrated list about their new unit device, the "Kleradesk." The following quotations are presented for their suggestive value for the retailer's advertising in advocating the use of this or, in fact, any other good item used by desk men:

"A clean desk lets you work with only one problem before you. This insures clear, quick thinking and increases productiveness.

"An orderly desk gives you prestige among business associates. Indicates neatness, alertness and personal efficiency.

"Your desk is seen constantly by customers, patrons, and other business men. Can you afford to give the bad impression always produced by a desk littered with papers?"

* * *

J. H. Blake, special representative of the big publishing house of George Newnes, Limited, of London, made a trip through Canada last month en route from Australia, his mission being to get a grasp of publishing and distributing conditions in Canada with a view to improving the circulation of British periodicals and primarily this firm's own publications.

Phonographs and Pictures

Good Side Lines for Book and Stationery Stores—Ideas Worth Adopting

THE distinctive art shops of the U.S. rely to quite a large extent upon lines which are the principal stock features of Canadian book and stationery stores. Writing in a U.S. trade paper one of these dealers, G. B. Watkins, 1091 Broad Street, Bridgeport, Conn., says:

"I have found the phonograph business to be an ideal one to conduct along with the art business. Music and art seem to be closely related. Those who are art lovers are also music lovers, and consequently good prospects for the selling of phonographs and phonographic supplies.

"I handle a well-known make and have had most pleasant business relations with these people. I have found it so profitable that when they recently conducted a national contest for the best window display I went to considerable expense and trouble to decorate my window in such a way that it would have a chance to win one of the prizes. The offering of the prize simply added a little spice to what I have been doing regularly, as I have found the window display a good business getter. I had the pleasure of winning one of the prizes.

"Another idea that I have used is the display, at intervals of about a month, of something special. For instance, this month I have on consignment about 20 oil paintings by Old Lyme artists.

"I have, of course, a list of names of people in this vicinity who to my personal knowledge are art lovers and purchase such things. To such people I send a special letter of invitation and conduct these displays in the form of a private showing, emphasizing the fact that I, as a local dealer, am in position to give advice that out-of-town dealers would not care to render.

"Possibly these suggestions may be of help to some member of the trade. On the other hand, there may be some who have been following such a policy, and who have additional suggestions to make that will make the method even more effective.

"My letter of invitation is an individually typed letter personally signed. The following is the letter I sent out with regard to the latest display:

" 'My dear Mr. and Mrs. Miller:

" 'The opportunity has come my way to have on exhibition for three days a group of paintings by artists of the Old Lyme Colony, particularly the works of Matilda Browne, who enjoys such an enviable reputation among American artists.

" 'I shall have these on display Monday, Tuesday and Wednesday, February 7, 8 and 9.

" 'I am sending this informal invitation to a few of the art lovers of Bridgeport that I know will be delighted to view these paintings, with the added suggestion that you bring with you any friends that you think may enjoy the exhibit.

" 'In obtaining exhibits of this or any other kind one of my primary objects is to give friends and customers an opportunity to enjoy looking at productions that you would otherwise have to travel to New York to see.

" 'Should anyone looking at these consider purchasing, arrangements can be made whereby the painting may be viewed in the home that one may see just how it blends with the home furnishings.

" 'This, I believe, is a little service I am in position to give that the out-of-town dealers would not care to render.

" 'I shall look forward to the pleasure of showing these little gems to you. Please do not deny yourself the joy of studying them simply because you may not be thinking at this time of making any purchases.' "

NEW STAMP PAD

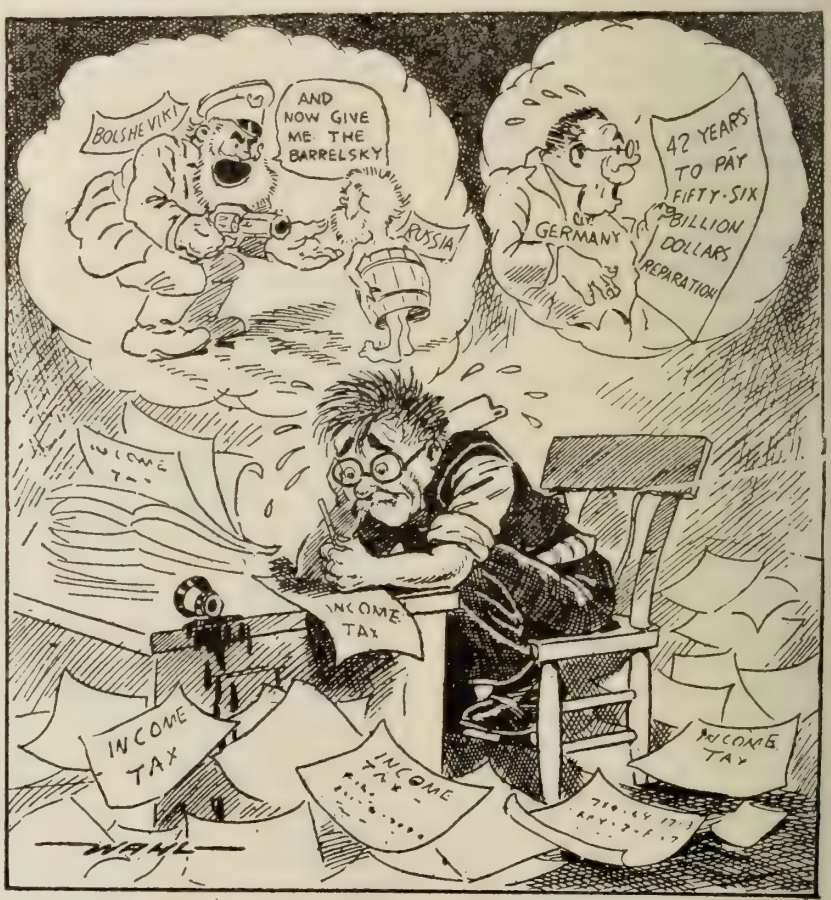
The "Solo" stamp pad is a new item put out by the Peerless Ribbon and Carbon Company. The pad has a solid impervious platen, covered on top, sides and bottom with absorbent ribbon, which draws its supply of ink from a felt container. The construction of the device is such that all surplus ink is stored at the bottom of the pad in the felt container. This helps to do away with too heavy inking, which tends to render the stamp impression thick and blurred.

Because the platen is solid instead of being constructed of layers of soft material, the pad does not exhibit the fault of sagging in the middle so common to certain other types of pad.

The process of re-inking this pad is simple. The platen is inverted into the cover of the containing box, and the supply of ink in the felt is replenished.

NEW EVERSHARP

The Wahl Co., of Chicago, is now offering an Eversharp pencil measuring about 3½ inches in length. The little pencil is designed especially for use by golfers, sportsmen and athletes. The company expects it to prove popular also with women because of its compactness and daintiness.



Things Are Seldom So Bad But They Might Be Worse.
—Wahl in "Sacramento Bee."

Address Dies and Relief Stamped Notepaper

Why the Trade Should be Pushed, and How to Do it, With Some Hints on Advertising and Means to Develop the Business

MANY stationers complain that there is no money in relief stamping, and refuse to have anything to do with it, or, more than likely, if they are printers as well as stationers, encourage their customers to get their notepaper printed. "It is quite as good." And so make their clients go farther afield for this high-class method of heading notepaper. That it is a high-class method is one of the reasons why relief stamping should be pushed among good class customers. Nothing looks smarter or exhibits better taste than a neat relief stamped heading on a good class notepaper.

Why Should I Push Relief Stamping?

Because it not only sells the relief stamping on which a profit is made, but it is the means of selling the notepaper that must be stamped and the envelopes that go with the notepaper. Thus the relief stamping may only cost 5s., yet the notepaper and envelopes may cost 25s. This amount will bear a good profit, and more than compensate for the extra trouble caused through the relief stamping. Many stationers would argue that they would have sold the notepaper either way. This has not been the writer's experience. A short time ago he was called in to work up a business that had in the course of years fallen into decay. He found that the class of customer had deteriorated to a very marked degree. He set out to get the best customers, and used relief stamping as one of the most successful methods. Samples of good quality notepaper were sent out with very attractive colored headings, and particular attention drawn by such phrases as "A relief stamped heading gives your stationery an air of exclusiveness." The result was astonishing. The relief stamping sold more notepaper in that establishment than had been sold for many years. A recent enquiry has elicited the statement that although during the war no samples were sent out, the majority of the customers that ordered dies at that time still purchase the same papers stamped in the same way from the same establishment. This is a concrete instance where relief stamping was the means of obtaining repeat orders which would most likely have gone astray had it not have been for this little accessory.

How Can I Push Relief Stamping?

A very favorite way of pushing relief stamping is to offer to supply, at a low cost, the small steel dies that are necessary for this class of work. Though the dies cost more nowadays than they used, it is still a good advertising proposition in the writer's opinion to supply at a small margin above cost. This outlay will be more than made up on the first order. The great point about it all is the fact that once a customer has used stamped heading notepaper, he or she will very seldom go back to a printed or plain heading, and if the die is kept on the premises it ensures the customer returning to the same establishment for his next supply. To keep faith with the customer and yet retain the die sometimes causes a little difficulty, but it has been found that a small receipt printed with the wording: "Receipt for die for address ———. We have retained the die of above address, as we have special facilities for the registration and careful storage of customers' address dies. The number of your die is ——, which it is only necessary to quote on your next order."

Send Samples to Customers

There is no more effective way of pushing relief stamping than by the actual specimens sent to the customer's home. As has already been said, the stamping sells the notepaper, and though the cost of this method nowadays is high, yet the results to be obtained are more than worth the outlay. When sampling, if possible, stamp in different positions and different colors with different style dies. Use a bold block type for a large single sheet notepaper and stamp in the centre. A fancy style on a lady's notepaper stamped in a dainty color is very effective, but many ways and means will be found by the up-to-date stationer to push the line once he becomes interested in its possibilities.

Demonstrations

A relief stamping machine is not an expensive investment, and can be used by a young girl after a small amount of practice. It often pays to invest in a machine and do the work on the premises, though many prefer to put the work out to those that make a specialty of relief stamping. Should, however, the work be done at home there is no finer advertisement than to have an operative working in the window of the shop. Choose a pretty girl if you can, dress her spotlessly in white overalls, and the advertisement that will accrue from such an exhibition will be more than worth the trouble that you may be put to to get the demonstration rigged up. This method has been tried by the writer with considerable success.

Advertise Relief Stamping Everywhere

Remember always that the more relief stamping you do, the more good class notepaper you will dispose of. A good method of advertising this business is to have a small label printed and stuck on the inside of every notepaper box and compendium cover. The back of the wrapper of dish papers and dessert papers, postcards, and many other articles of stationery will all make good spots for advertising this line that really pays for pushing, and no opportunity should be lost of introducing to the purchaser of any article of stationery the merits of relief stamped notepaper.—British Stationer.

POSTCARD PROGRESS

It has long been a reproach that letter writing has become a lost art in England, but it is only recently that signs have appeared of a new art taking its place. With the increase of postal charges has come an undoubted increase in the popularity of the postcard, and it may well be that soon "long newsy postcards," says a writer in the Daily Chronicle, will be as general among us as were discursive letters among our more leisured forefathers.

In the days of the penny post the card was scorned for the purpose of friendly correspondence. To make an appointment or with the aid of a picture convey a casual greeting it did well enough, but to cram it with news and bid it take the place of a letter would have been regarded as the very height of meanness.

But now the postcard is coming into its own. To use it is a praiseworthy economy, and people are beginning to find that it will contain quite a large amount of news if properly filled. The fact that it lacks the privacy of a letter is not, after all, a matter of very great moment. There is not any real need for secrecy about the contents of the average chatty letter. It cannot, for instance, interest the outsider to know that Aunt Maud narrowly missed being run over by a motor bus last Tuesday, however much joy (or regret) the news may cause those who knew her.

The newsy postcard can never aim at the leisurely style of the old newsy letter. It must always be curter, but it can, at any rate, say a great deal in a small space.

Charm of Postcard Messages

Really the charm of the card is that it does not take very long to fill. Half our aversion to letter-writing in the pre-war days lay in the vast expanse of paper to be filled, if the letter was going to make any show at all as a token of friendship. The thought of it deterred us from sitting down to write in our leisure moments, and so we drifted away from many of our friends who were just as "bad correspondents" as ourselves.

$20,000 Being Spent For Dealer Helps

How Greeting Card Association of the United States is Building the Greeting Card Business

FOLLOWING up the special greeting card section of the March issue, it is interesting to reproduce in this Annual Spring Number something about what has been accomplished for the trade by the Greeting Card Association of America. This at the same time affords additional evidence of the value of a trade organization and should help along the idea of developing a strong association of the retail book and stationery merchants of Canada.

What follows is from a circular issued to the retail dealers by the Greeting Card Association: "As one of the 11,000 dealers who are customers of the thirty-two members of this association, you will be interested to know the extensive plans for co-operation with you which have been started for this new year.

"The object of this association is to help you sell more greeting cards, for the manufacturers who compose the association realize that when they help you, they help themselves.

"We estimate that there were about ten million dollars worth of greeting cards sold in this country when this association first started its advertising three years ago, and that in 1920 there were over thirty million dollars' worth of greeting cards sold.

"This multiplication of the business by three is largely the result of the large sums spent in advertising greeting cards in the big magazines. Many dealers may not realize that the manufacturers contributed sixty-seven thousand dollars in 1920 to the Greeting Card Association and that eighty per cent. of this sum went into advertising for your benefit. Furthermore, every one in the trade benefited, whether or not he was a member of this association.

"For 1921, plans have been worked out which assure you greater benefits. Some dealers have objected to displaying window cards of any individual manufacturer, but we are quite sure that no dealer will object to displaying the signs which this association is getting out, for these signs carry no mention of the association or any manufacturer. Their sole purpose is to boost the sale of greeting cards, and the best brains in the country have been employed to make them accomplish this purpose.

"The business on every-day greeting cards has increased and is still increasing at such an enormous rate that the association is preparing sixteen exceedingly attractive window signs covering every phase of the every-day card business, such as birthdays, weddings, sympathy cards, etc. These will probably be sent to every retailer at the rate of about two a month, and a list of these signs will go to you later on.

"For the Christmas season the association has prepared a very attractive line of five different signs; and for New Year's cards we have made three signs. In addition to these we have made one long streamer to paste on the inside or outside of your show window, advertising Christmas cards; two smaller Christmas streamers and two streamers for New Year cards.

"All of the above material is given free to you by this association. It is co-operation of the fullest type; it applies directly at your store the power created by our national advertising.

"To cover the necessary expenses of the association for these signs and the small dealers' helps, the manufacturers are appropriating about twenty thousand dollars. What they ask of you is that you will use the material efficiently. It does not bear the name of the association or any manufacturer. It is far more valuable to you in selling than any material which you could prepare for yourself at any reasonable expense."

NEW GIFT NOVELTIES

As a novel contribution to the new offerings, the P. F. Volland Company, of Chicago, is putting out a unique array of prettily boxed invitations, birth announcements and place cards, the "Volland Children's Party Box," containing invitations, place cards, and a book of new games and old.

The Party Box, like the other four of the new series, is five and one-half inches wide and seven and one-half inches long. It is black and white checks, trimmed in pink and blue, with juvenile figures done by Janet Laura Scott, illustrator of "The Turned Into's," "Wild Flowers" and other books.

Therein are packed all the accessories of a happy children's party: twelve invitations and envelopes, twelve individual place cards, and the bright and jolly party books, "New Games and Old," by Maie Launsbury-Wells. This booklet takes to itself the burden of entertaining the party, by presenting "Ancient Games," "Very Old Games," "Foreign Games," "Dear Old Games," and "Newer Games." In addition, there are a list of forfeits and a variety of delicious menus.

A similarly handsome box is that containing "Children's Party Invitations," also decorated in checkered garb by Janet Laura Scott. The dozen party invitations for children, with envelopes, bear a striking design and original verse.

Three other boxes, "Birth Announcements," "Shower Invitations" and "Stork Shower Invitations," are all charmingly designed, with twelve artistic cards and envelopes in each box.

Another number for the new season is a series of three sets of place cards: "New and Unusual Flower Basket Girls —smart, tasteful, distinctive place cards," "Charming and Distinctive Flower Girl Place Cards," and "Lovely and Alluring Enchantress Place Cards"—and that just describes them. Twelve cards are tucked into each box.

AGAINST VULGAR CARDS

E. Y. Horder, who operates a chain of stationery stores in Chicago, said recently, as recorded in a U. S. paper, that he had noticed, with a feeling of distinct aversion, the tendency to introduce a vulgar comic sentiment into the Christmas greeting card. He had torn up and thrown into the waste basket many such specimens that had come to his notice. That a hallowed, beautiful season, such as that of Christmas, should be heralded by any other sentiments other than those of the highest order was deplorable, he thought.

Aside from that phase of it, he pointed out that a continuance of the bad practice would injure the Christmas greeting card trade unless means were taken to stop it. The matter ought to be brought seriously to the attention of the manufacturers of cards.

WHAT KIPLING IS DOING

"Rudyard Kipling is on the eve of completing a work to which he has devoted much of his time for many months past and which has been a real labor of love," writes Hayden Church from London. "He has been writing a history of the Irish Guards, the famous regiment in which his only son, John, was serving when he lost his life in the war. I hear that Kipling will soon be paying a visit to France. It is a pathetic circumstance in this connection that the grave of his own boy never has been located."

CONRAD

Speaking of Conrad, Edmund Gosse said recently: "By a coincidence which is not without value, the removal of the only English novelist who introduced into his works the magic and mystery of tropical life was instantly followed by the appearance of another great romancer who, in his own way, continued and completed the same impression. Robert Louis Stevenson died in Samoa late in 1894 and Mr. Conrad began to introduce us to the musky swamps of Malaya in 1895."



Books

CANADIAN AUTHORS' ASSOCIATION

Montreal, March 14.—At the convention here to-day of Canadian authors the constitution and by-laws of the proposed association were submitted by the committee appointed for that purpose and were unanimously adopted. Thereupon the convention resolved itself into the Canadian Authors' Association. It was decided to at once establish ten branch centres, each under a vice-president, out of the twelve allowed for by the constitution; nine in Canada and one for Canadian authors in the United States. The central offices of the association will rotate between Montreal, Ottawa, Toronto and Winnipeg, being located at each city for a period of three years.

Montreal was chosen as central office for the first three years. The officers appointed include:

President, John Murray Gibbon, Montreal; secretary, B. K. Sandwell, Montreal; treasurer, W. S. Wallace, Toronto.

Basil King of Boston was elected a vice-president.

Other vice-presidents elected were: Archibald MacMechan, Halifax; H. A. Cody, St. John, N.B.; Hon. Thomas Chapais, Quebec; Stephen Leacock, Montreal; Robert Stead, Ottawa; Pelham Edgar, Toronto; W. T. Allison, Winnipeg; Nellie McClung, Edmonton, and Isabel Ecclestone Mackay, Vancouver.

The committee appointed to deal with copyright legislation now before the House of Commons at Ottawa consists of Arthur Stringer, Madge MacBeth, Warwick Chipman and Robert Stead.

Moving the resolution requesting newspapers to give more attention to current Canadian literature and deprecating the attention given to crime, accidents, scandals, etc., Capt. J. V. Mackenzie, M.C., Editor of MacLean's Magazine, said there was a certain irony in his being asked to do so, as most of his journalistic career had been spent in writing on just such topics as had been specified for curtailment, and he had also noticed that these topics formed the basis of the most saleable products of the writers of fiction. Captain Mackenzie thought, however, that more attention on the part of many newspapers to literary matters would prove of real benefit, both to the newspaper and to the reader. A good many papers in Canada already gave worth-while consideration to this department.

Hector Garneau thought the newspaper proprietors would do well to give less attention to the details of crimes and sensational trials and more to literary matters.

Arthur Stringer—Such stuff is sometimes mighty interesting.

Nevertheless, the resolution was adopted.

B. K. Sandwell, who was organizing secretary of the conference, explained how hurriedly it had been called together in view of the copyright situation. He hoped that none of them would feel that they were hand-picked. But he congratulated them on having enough interest in the well-being of the writers' craft to be present. It had been impossible to send personal invitations, and he reminded them that there was no Canadian Who's Who containing literary achievements. For the most part they were filled with those who had attained a certain amount of wealth or political distinction.

Mr. Sandwell declared that the copyright framers appeared not to have got the opinion of an organized body responsible for the makers of such material. It was hard to get amateurs to organize for their craft interest, but the proposed organization was in one sense a trade organization that would help authors to best sell their product.

Basil King seconded the resolution that "In view of the great increase in books and other copyrightable material issued by Canadian authors, the interests of such authors would be furthered by the establishment of an association of such authors with branches in convenient centres, the object of such association being for mutual benefit and protection and for the mainteannce of high ideals and practice."

He avowed himself a most passionately devoted Canadian. Though he had been forced to do work for twenty years away from his motherland he was still a Canadian citizen. Very few people who live in their native land could realize the nostalgia of those who live away from the soil and ideals that made them writers. They were like bulbs planted in a glass that had to feed on what they were first nourished. Mr. King rejoiced at the opportunity of the Montreal conference which was going to offer them something to which all might gravitate.

Dr. George H. Locke, the meeting's chairman, in moving the resolution that increasing efforts be made to increase the reading public of Canada by the extension of public libraries and the encouragement of booksellers, Toronto's chief librarian advocated a promotion of public intelligence as the surest method of protection against cheap and trashy books.

Hugh S. Eayrs, who was one of a group of publishers who attended the conference, voiced his pleasure that the matter of Canadian authorship was to be taken up in concrete form. He assured them at present Canadian publishers had their ear to the ground for the faintest indication of Canadian literary achievement.

On behalf of Sir George Foster, Mr. Ritchie appeared from Ottawa at Saturday's closing session to discuss the copyright bill. He traced the history of copyright for almost a century, and tried to convince his audience how much better they would be with the new bill. Granted that it did not exactly suit them, Mr. Ritchie averred they would not stand for class legislation, and other parties than authors had to be considered. He declared his belief that all parties considered the bill an advance. If they were not satisfied they still might better see it through, for they could more easily put through amendments than a whole new bill.

Mr. Ritchie deplored that authors were not men of independent means. But just as scholarships were furnished impecunious students so he advised the meeting to advocate that endowments be given able literary men.

Following his address Mr. Ritchie was bombarded by questioners who brought out the unfairness of the bill. They showed that while he was asking them not to wreck it, there were numberless loopholes which left authors at the mercy of rapacious publishers.

THE BLUE WOUND

In connection with the appearance of a rather unusual book, "The Blue Wound," by Garet Garret, published by Putnam's, it is interesting to quote the publishers in their acceptance of the manuscript: "It is a very strange book, but we want to publish it." Replying to this the author wrote: "It is a strange book—not fiction, not allegory, not hard stuff. I hold for it three things: It is true. It has the form of a wedge. It sets light at the heart of a matter that has made the world mad."

Great Days Ahead of the Book Trade

Frederic G. Melcher Sees Great Revival in Prospect—He is the Apostle of Library-Bookstore Co-operation

ONE of the book world's real live ones, in the person of Frederic G. Melcher, spent a week-end in Toronto in March, and he found time to make a round of high spots of the trade in Toronto.

Mr. Melcher now guides the destinies of the "Publishers' Weekly" of New York, in addition to which he is executive secretary of the American Publishers' Association, having previously served in a similar capacity for the American Booksellers' Association.

Mr. Melcher was for many years a retail bookseller and it was his active and intelligent work in promoting better book trade conditions through the medium of the booksellers' trade association that led to his appointment as managing editor of "The Publishers' Weekly."

Mr. Melcher is enthusiastic about all matters germane to the book trade, but he may well be designated the apostle of library-bookstore co-operation. He waxes eloquent on that subject and what he has to say is worth while listening to, as is evidenced by the many demands upon his time that come from library associations in all parts of America for addresses in which this question is the key-note.

Mr. Melcher goes far beyond the mere question of booksellers' sales to public libraries. He waves that aside as of practically no importance in comparison with the promotion by public libraries of book buying in addition to book borrowing on the part of the public. The benefit to booksellers of getting librarians, library boards and library associations into this frame of mind relegates to the background the relatively picayune profits that booksellers would derive from being the source of supply for public libraries.

Mr. Melcher is one of the moving spirits in the Buy-a-Book-a-Week Campaign across the border which bids fair to lead to such a great revival of the book trade that it may reinstate this trade on the higher plane as a field for profitable retailing that used to distinguish it in bygone years before the undue ascendency of the stationery side of the house in the partnership existing between books and stationery.

Mr. Melcher was favorably impressed by the type of men he met in Toronto representing both the wholesale and retail book trade and expressed himself as well repaid in enlightenment by this visit to the great publishing center of Canada.

He was keenly interested in the prospect of the organization of an association in this country and stood ready to help along this movement to the best of his ability.

THE TURNOVER TAX

(Continued from page 46)

resolution adopted by the R.M.A. to the effect that the tax be collected at the source of manufacture or importation.

"Is it fair," asked Mr. Banfield, "that the retailer must absorb the sales tax while the manufacturer and wholesaler do not have to absorb it? Put the tax at the source, we do not care what per cent. it is, and we will pay our share. We do not wish to evade the tax, but we want some form of tax by which everyone pays his share.

Mr. Bonfield's Suggestion

"We need $525,000,000. Is it going to be cheaper to collect it from the wholesaler and manufacturer than from the retailer?"

Mr. Banfield drew attention to the fact that in dealing with the Bankruptcy Act the necessity was seen of every retailer keeping books, and suggested the same plan would have to be followed in enforcing the taxes.

Indicating that present taxes were not being borne in equal share by all, Mr. Banfield quoted figures showing that Ontario farmers paid income tax totalling $67,974 last year, while Alberta farmers paid $361,218, and Saskatchewan farmers paid $340,900. He suggested that the Government was not collecting the present tax as it should.

Stating that the Government was not beyond criticism in its handling of the country's business, Mr. Banfield mentioned that while the Minister of Finance was pointing out the necessity of curtailing imports, 67 ships were employed, or to be shortly employed, by the merchant marine, to carry on trade with other countries, and part of their function would be to bring imported goods to this country. He also referred to his recent trip to Jamaica on the "Canadian Fisher," which, through lack of foresight, had not been equipped to handle the products of the countries with which it was intended to trade.

"They can tell us what we should do, but as business people they should look into their own affairs. The retailers, wholesalers and manufacturers should be fairly dealt with, and we do not want the Government to send out propaganda telling us what we should do."

Mr. Douglas, member of the C.M.A. committee on taxation, stated that the present taxes were an outgrowth of the war, and the restrictions on business should now be removed. As a remedy he suggested that a 1% tax should be levied on every commercial transaction from the primary sale, this tax to be paid by the seller.

"The sales tax should be paid by the man who makes the sale, and it should not be passed on, except in the price he charges, and it should not be put on the invoice," said Mr. Douglas, who pointed out that a tax at the source would be pyramided and finally result in a tax of 5 to 10%.

"The retailer should pay 1% on his sales; he will get the same profits, and there will be no injustice. The most stable basis for taxation is upon the consumption of the country."

Mr. Banfield asked where the retailer would get the 1%, and Mr. Douglas drew attention to the previous statements of retailers that they were willing to share the burden. In regard to goods on which prices were fixed and on which the tax could therefore not be included, Mr. Douglas mentioned that in many cases to-day a 2% tax was being absorbed on such lines and that the proposed tax of 1% would lighten the burden.

T. W. Learie, Canadian Credit Men's Association, emphasized the fact that we must make investments in our own country and that these investments must be made to pay. He pointed out that in some respects the sales tax was not favorably regarded, and stated that his association had concluded that the best method was the one which would place the burden equitably over the entire business of the country. He thought this could better be done by a percentage tax than by the accumulation of a large tax placed at the source. He stated that, though it might be difficult to collect the sales tax, if the penalties were made sufficiently severe there would be little attempt to evade it. He suggested that the sales tax could be paid every thirty days, and that in the outlying districts postmasters could collect it. He pointed out that a lump tax at the source was a menace to retailers, stating that a 5% tax on a stock of $100,000 would represent $5,000 of the merchant's money tied up in stock while it was on the store shelves. He concluded with the statement that his association favored a turnover tax equitably applied.

LITERARY NOTES

Markham, Ont., is to have a new Public Library.

The records of the circulation of books in the Toronto Public Libraries for February showed 34,000 increase over the same month in 1920.

The University And The Home

LORNE PIERCE, of the Ryerson Press, points out that the home is the first and greatest alma mater and the chief institution of culture in the world. The place of books in bringing this about is so well established that there is no need to dwell here on that point. The ever-present opportunities which booksellers have for promoting their sales on the importance of having a creditable library of good books, new and old, in every home should never be neglected. In this connection it is interesting to quote some points brought out by Mr. Pierce:

"In almost every florist's window we see the tempting aesthetic commandment, 'Say It With Flowers.' There is something exquisitely subtle about flowers as a gift, but the message of a good book is infinitely broader, profounder, and more permanent. Saint Beuve defines a classic as 'an author who has enriched the human mind; who has really added to its treasure; who has got it to take a step further.' Once upon a time owing to the paucity and price of books, there would have been some excuse for one missing this culture, but in a day when ignorance of the law cannot be pleaded in a man's defence, ignorance of the world's classics is an unpardonable offence surely. In the first place, when all is said and done, books are cheap. We are willing to pay in other lines treble their value for a fraction of their worth. A small levy on the ice cream cone fund in the ordinary home each week would make a healthy beginning in the way of a small library. Then, again, books are almost gratis in the modern and highly efficient public library. A mere pittance secures all the resources of miles of stacks, armies of scholars and ages of culture. Above all, there were never so many books written as now—books for everybody, the dilettante and the drain-man, the specialist and the smatterer, tender infancy, invincible youth, potent manhood, and ripe old age."

Books like the "University in the Home" should be linked up by booksellers with the Buy-a-Book-a-Week Campaign. As Mr. Pierce points out: "For few dollars one may have a princely collection. The public libraries and publishing houses are now prepared to advise people on special books for all ages. This is to assist people in spending book money to the best possible advantage. For example, consider "Every Child Should Know" series, which tells of birds, flowers, songs, stories, etc. Dutton's have a beautifully illustrated series for children. Then there are the Willebeek children's books, the Grolier Society Set, Macmillan's 'Children's Classics,' Ward Lock's 'Wonder Book Series,' Dutton's 'King's Treasuries,' piles of child work-and-play books, fairy tales, tuck-me-in tales, how-to-play books, books on everything. For the grown-ups and the coming-ups there is a beautiful mountain of books, good paper and print, in the 'Wayfarer's Library,' on lighter modern literature; 'Everyman,' a triumph in high quality and low cost for eight hundred masterpieces; 'Modern Library' of books never before published. Publishers are uniting everywhere, not to sell, but to interest people in reading, thus helping the retail booksellers to do the selling."



Effective window display of books by the Powers Mercantile Co.
(Presentec through courtesy of Grosset & Dunlap)

MIND AND WORK

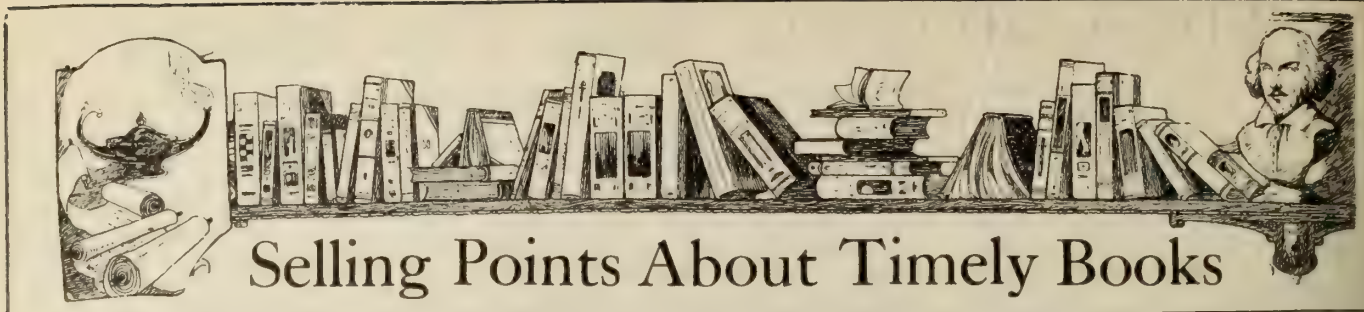
Charles S. Myers, Director of the Psychological Laboratory, Cambridge University, has just brought out a new book called "Mind and Work."

It is a discussion of the principles of psychology in their relation to the industry and commerce of the future. The importance of the psychological factor is carefully brought out in each of the following chapters: movement study, fatigue study, selection study, incentives study and industrial unrest.

The subject is treated in a simple, direct manner which makes the book of interest to thoughtful readers. Putnam & Sons are the publishers.

SOCIETY OF AUTHORS

The announcement was made in Toronto last month that the Society of Canadian Authors newly incorporated in the interests of Canadian writers, has these officers: Hon. President, Sir Edmund Walker; president, Sir Robert Falconer, K.C.M.G.; vice-presidents, J. Castell Hopkins, Principal Grant of U.C.C., and Sir John Willison. Officers for province of Quebec are Hon. Thomas Chatais and Sir Andrew MacPhail; Nova Scotia, Prof. Archibald MacMichan; New Brunswick, Bliss Carman and Ven. Archdeacon W. O. Raymond; Prince Edward Island, Miss L. M. Montgomery; Manitoba, Rev. Dr. C. W. Gordon; Alberta, Mrs. Arthur Murphy; British Columbia, Bernard McEvoy and Miss Julia W. Henshaw; secretary, Mrs. Frank Egerton; treasurer, Dr. Geo. H. Locke; general executive committee; Prof. J. C. McLennan, Prof. Pelham Edgar,, Right Rev. Bishop Reeve, Rev. Dean Harris, A. E. F. Smythe, Mrs. J. W. F. Harrison, W. D. Lightfall, W. D. Wood and Miss Blanche L. McDonnell. The executive is incomplete, awaiting the appointments from other provinces.



Selling Points About Timely Books

AN ONLOOKER IN FRANCE

The Great War from an artist's point of view is about the only gap in the vast library on the subject of the modern Armageddon. Now Sir William Orpen, the famous Royal Academician, who was the British official artist at the Front and at the Peace Congress, is issuing his impressions of two years in France behind the fighting line and at Versailles. Writing in a racy and unconventional style, these jottings of a keen observer are full of admiration for the fighting man, but sometimes the politicians are at a discount.

The illustrations, of which there are ninety-six full-page plates, include wonderful drawings of not only the generals, but of the fighting men, with impressions of the Front, and virile portraits of the chief personalities—who all specially sat to him—at the Conference. The title will be "An Onlooker in France."

DRINKWATER

John Drinkwater lectured on "Poetry and Life" in Toronto on March 5. The lecture was held under the auspices of the University Women's Club of Toronto, whose president, Mrs. John A. Cooper, introduced the speaker as an Englishman who had caught the imagination of the world by his marvellous interpretation of a great American.

MINUTE-A-DAY ENGLISH

A handy volume just received is Putnam's Minute-a-Day English for Busy People. The compiler is Edwin Hamlin Carr. The volume is intended to promote an effective and accurate form of English expression, to gain which the reader is asked to determine to devote at least one minute each day in following out the points of guidance in this volume.

NEW AND FORTHCOMING

Many writers have explained in many ways the soul of the twentieth century woman. Miss Mary Briarly, in a novel announced for publication in April, studies not the soul of one woman, but the souls of four women, the stands of whose lives are variously related, and who have very different paths in life. "In His Own Image" is a powerful book, and the author's use of the labor problem as a large part of her background makes it especially interesting.

In a review of E. M. Delafield's recent book, "Tension," Llewellyn Jones says: "The novel is of particular interest for its explicit statement, through a conversation among several of the characters, of Miss Delafield's artistic purpose, which is the recording of drama or tragedy made, not by outward event, but by 'invisible event' — which phrase, taken doubtless from Mr. Beresford, she uses for those crises of the inner life in which people feel 'a sort of awful, unspoken sense of disaster, and yet nothing happening. Only everything is happening inside, and everyone knows it without being able to define it.'"

BELGIUM

From T. Fisher Unwin, of London, comes a copy of Emile Cammaert's "Belgium." Until the appearance of this work no complete Belgian history in English had been published. There has been some doubt with regard to the date at which such a history ought to begin, and a good many writers have limited themselves to the modern history of Belgium because they did not see in olden times sufficient evidence of Belgian unity. According to the modern school of Belgian historians, however, this unity, founded on common traditions and common interests, has asserted itself again and again through the various periods of history in spite of invasion, foreign domination and the various trials experienced by the country. The history of the Belgian nation appears to the modern mind as a slow development of one nationality constituted by two races speaking two different languages, but bound together by geographical, economic and cultural conditions. In view of the recent proof Belgium has given of her patriotism during the world war, this impartial enquiry into her origins may prove interesting to British readers. Every opportunity has been taken to insist on the frequent relationships between the Belgian provinces and Great Britain from the early Middle Ages to the present time and to show the way in which both countries were affected by them. Written by one of the most distinguished Belgian writers, who has made a specialty of his subject, this work is one of the most brilliant and informing contributions in "The Story of the Nations."

LISTS RECEIVED

A new and comprehensive descriptive price list comes from the Boorum & Pearse Co., of New York, covering the loose leaf products of this concern. A handy feature of this list is the indexing system, which is on the marginal cut-away plan, thus making it possible to have all the department headings in view and enabling the user to instantly turn to any of these.

Mary Dixon Thayer, in her new book "A Feast of Unreason," presents Miss Snob Snobber dealing with the Symmetry and Synchronization of Snobbing; Mrs Rushabout and her "Society for the Prevention of Cruelty to Bugs" and other "easy mental dietetics."

"TAKE IT FROM DAD"

Dear Ted: Don't think that the old man has set up as a sort of composite wise acre, who believes he knows more than Solomon, Socrates and company. A man can't knock around the shoe trade for thirty-odd years without picking up a pretty general line of useful knowledge and if he has a son, it's up to him to see that the boy gets the benefit of what his dad learned in the School of Hard Knocks. That's why I have tried to give you some hints in my letters in regard to certain things I would not do.—Part of a letter from Wm. Soule, of Lynn, to his son, Ted, at Exeter, as found in "Take It From Dad," by G. C. Livermore one of the most popular boys' books of the season.

NEW AND FORTHCOMING

"Daily Manna" is the apt title of a new book of carefully selected religious material. It consists of precious promises and precepts from the Word of God with a portion of a familiar hymn for each day in the year. It is compiled by J. Gilchrist Lawson, the editor of numerous works of a similar character.

Henry Oyen's latest novel has its setting far in the heart of Deep swamp; in the impenetrable depths of the Black Woods itself was hidden the secret of the Martels.

From there "the Snake" struck; from there came the sinister influence which overshadowed Estell's life.

And the Yankee, swinging peacefully up the narrow waterway in his canoe found himself unexpectedly involved in a mysterious adventure which began with the crack of a hidden rifle and continued to its fitting climax in a rose garden where a midsummer sun shone on the end of the twisted trails.

SIDELIGHTS ON WELLS

Unfortunately H. G. Wells' long-heralded visit to America had to be cancelled on account of his illness. Much of the substance of the lectures he had planned will be included in his new book, The Salvaging of Civilization, which is announced for spring publication.

A reporter for The Bookman recently visited Mr. Wells at his country home, an old red-brick rectory standing on the edge of a park near the historic town of Dunmow. He says that a mixture of Kipps and Mr. Britling does not give you Wells, but it can give you a mighty good idea of him.

"H. G., as all his friends call him, is rather stout now, with merry eyes, short-clipped moustache, brown hair and a high-pitched voice. When he talks he emits little coughs as though he were apologizing for what he is saying. He has a gift for making humorous remarks, very much to the point, and quite spontaneous. Wells never lays down the law. He never tries to force his opinions down anyone's throat; but when he expresses an opinion, it is always so well put, his arguments are so brilliantly conceived, and he thinks so much ahead of the people he is talking to, that quite naturally he holds the field. The sort of impression that he gives is: 'Why didn't I think of it like that myself?'

"But the Wells that everyone loves who sees him at Easton is the human Wells, the family Wells, the jovial Wells, Wells the host of some Sunday afternoon party. For a distance of ten or twenty miles around folks come on Sunday to play hockey and have tea. Old and young—people from down London who never played hockey before in their lives, country farmers and their daughters, and everybody else who lives in the district — troop over and bring whoever happens to be the week-end guest. Wells is delightful to them all. He doesn't give a rap if they are solid Tories, Bolsheviks, Liberals, or men and women of no political leanings. 'Can you play hockey?' is all that matters. If you say 'No' you are rushed toward a pile of sticks and given one, and told to 'go in the forward line'; if you say 'Yes' you are probably made a vice-captain on the spot.

"Once the game starts Wells loses all interest in the world-peace, war, big navies, Russia, or anything except hockey. He is always captain of one of the sides, and either of his boys, Gyp or Frank, commands the other. He is the sole umpire, and he carries the whistle. Who is to blame him if sometimes his zeal and anxiety for his own side clouds his better judgment and leads him to save a certain goal against his team by one short blast?"

Children's Trade Important

CHILDREN to-day play a far more important part in boosting the retailer's business than they did five years ago. Even the smallest child has money to spend. The ten cents a week of a few years ago has in many cases been replaced by an allowance of a dollar or more a week.

Some retailers still give the plea that the fact that children like to see toys does not mean that they will be bought. Children nowadays are customers that must be reckoned with.

If grown people come to the stationer for their playthings, books, playing cards and gifts, why shouldn't the child think of the same man for his hours of leisure?

School supplies for generations have been kept by the stationer. To-day toys are school supplies. It is a fact that there are very few toys now which are not classed as educational.

When the druggists are adding toys, of which they have almost enough now to be called department stores, surely it is time that not a single Canadian book store should be without them.

MUSIC AND THE "EX"

A recent meeting of the chief executives of the Canadian National Exhibition with representatives of the music dealers was for the purpose of determining what could be done in 1921 for music at the great Fair, more or less in line with the extensive programme mapped out last year by Musical Canada. The conference did not adopt the suggestions of this paper in toto. But the members present came to a very hearty agreement that something must be done this year bigger than was done last year; that the vocal and instrumental tournament held last year and the year before should be extended this year into bigger proportions, to include a greater variety of entries, a special band tournament for one day, and if possible a combined choral performance afternoon and evening before the grandstand.

The designation of a Music Day is at least one good forward step to the goal of a suitable Music Place at the great Fair.

BUSINESS MEN'S "PEP"

A book of common sense inspirational business philosophy for every day is "On Setbacks," by David Leslie Wilson, manager of Export Advertising for the Goodyear Tire and Rubber Co. "Personality and character are at the back of the whole procedure," is the keynote of these talks.

Kincardine, Ont.—H. K. Riggin, of "The Brown Stone Front" Book Store, who succeeded W. J. Henry, pays special attention to wallpaper and advertises papers from 10 cents to $2 a roll. Paints and varnishes are sold in this department.

"The Seven Ages of Man," From a Bookseller's Viewpoint.

By A. HAROLD BROWN

All the world's a bookstore,
And every man and woman would-be buyers,
They have their classics and their favorites,
And one man in his time takes what advice
The bookseller can give, through seven ages.
At first the infant,
Cooing and laughing at the nursery rhymes,
And then the schoolboy with his thrillers,
Of heroes of the West or Seadog's yarns,
And then the lover,
Sighing and seeking for a tale of romance
To keep his heart in tune.
Then comes the soldier,
Full of strange likes, but giving chances to
The book dealer to turn his mind away
From e'en the cannon's mouth;
And then the Justice,
With eye severe and criticisms tart,
Comparing modern authors with the old,
And so he plays his part.
The sixth age shifts,
Into the lean and bookish bibliophile
With spectacles on nose and searching eye,
But yet he knows what's best and buys it, too.
Last scene of all,
That ends the book, and only can enjoy
The memories of the old tales, for he is now,
Sans wish to read, sans taste, sans everything.

A. Harold Brown.

Monthly Record of New Books

Published by Firms Established in Canada

HOW ADS EDUCATE

"It seems at first glance a little difficult to define an 'educational value.' It is not hard to understand the business value of an advertisement, but the 'educational value'—what does that mean? Business—successful business—is the result of education. Ignorance and business are an ill-mated pair.

"My thoughts were turned in this direction by studying the last issue of Bookseller and Stationer, just at hand. As I turned over its advertising pages I was forcibly struck by its remarkably varied contents. It is a regular directory of books, stationery and gift goods. There were goods that appealed to me and which are suited to my trade, and I shall buy them, and there were other lines which interested me but with which I am unfamiliar. I shall investigate them at my first opportunity.

"Now perhaps this will help explain the educational value of an advertisement. I now know something about goods that I do not as yet handle in my business. My memory was also refreshed on the lines with which I have been familiar and my attention directed to the fact that in some of them my stock needs replenishing. I am also going to order some of those many novelties if for no other reason than to try them out and I may strike it rich. At any rate, I agree with one of the recent articles in your journal that it 'pays to brighten up the store with something new just to freshen the look of things.'

"The dealer cannot take all these advertisements in at a single glance. They are worthy of being studied. They are educational, and, in my opinion, the bookshop salesman can have no greater help in educating himself than studying these monthly issues of your useful and very practical journal."

PRINCE'S PACK OF CARDS

To commemorate the Prince of Wales' world tour, a special pack of cards has been issued by the Worshipful Company of Makers of Playing Cards. They are not for sale to the public, but are being distributed to the members. On the back of the cards is a very fine colored miniature of the Prince of Wales in military uniform, and the corners are occupied with oval pictures of the Rocky Mountains, Sydney Harbor, Table Bay, and a scene in New Zealand. Underneath the Prince's portrait are the arms of the Stationers' Company.—British Stationer.

THOMAS ALLEN

Fiction

Sister Sue, Eleanor H. Porter, cloth, $2; Beauty and Mary Blair, Ethel M. Kelley, cloth, $2; Jackie, Countess Barcynska, cloth, $2; Gunsight Pass, William McLeod Raine, cloth, $2.

Non-Fiction

Seven Ages of Childhood, Ella Lyman Cabot, cloth, $3; Scenario Writing Today, Grace Lytton, cloth, $1.65; Cactus Centre, Arthur Chapman, cloth, $1.65; Sailing South, Philip S. Marden, cloth, $4; Plantation Game Trails, Archibald Rutledge, cloth, $4; Hospitable England, Richard H. Dana, cloth, $5.50.

GEORGE G. McLEOD

Fiction

The Brimming Cup, Dorothy Canfield, cloth, $2; The Crooked House, Brandon Fleming, cloth, $2; The Vagrant Duke, George Gibbs, cloth, $2; Meet 'Em With Shorty, Sewell Ford, cloth, $2; Lister's Great Adventure, Harold Bindloss, cloth, $2; Torchy as a Pa, Sewell Ford, cloth, $2.

THE MUSSON BOOK CO., LTD.

Fiction

The Madonna of the Hills, Arthur Guy Empey, cloth, $2; The Seventh Angel, Alexander Black, cloth, $2; Star Dust, Fannie Hurst, cloth, $2; The Vacation of the Kelwyns, William Dean Howells, cloth, $2.25; Scattergood Baines, Clarence Budington Kelland, cloth, $2; The Film Mystery, Arthur B. Reeve, cloth, $2.

Non-Fiction

An American's London, Louise Closser Hale, cloth, $2.50; Villiers, His Five Decades of Adventure, Frederic Villiers, 2 vols., cloth, $6.75; Bolshevism, John Spargo, cloth, $2.25; Europe's Morning After, Kenneth L. Roberts, cloth, $3.50; Allen's Synonyms and Antonyms, F. Sturges Allen, cloth, $3.50; What to Draw and How to Draw It, E. G. Lutz, cloth, $1.50; Memoirs of Life and Literature, William H. Mallock, half cloth, $3; The Secret Springs, Harvey O'Higgins, cloth, $2.25.

Juvenile

Around the Camp Fire, Charles G. D. Roberts, cloth, $1.25.

STORE-FRONT ADS.

Retail news agents are increasingly devoting space outside their shops for advertising articles for sale and wanted, apartments to let and wanted, servants required, and so on. The chief attraction, says the Newspaper World of England, is the lower fee for exhibition as compared with present-day charges by local papers. A shop-keeper in North London probably holds the record to date for these, havi cultivated such business for many yea His figure for 1919 was 1,224 paid n tices, and 1921 shows an advance ov the first seven months of last year.

FAVORS ORGANIZATION

F. E. Osborne, of Calgary, followed his replies to Bookseller and Statione questionnaire with these remarks:

"As to your question as to what would like you to deal with in the ne few issues, I think you are aware th the one question which I would like see settled is that of adequate discoun on miscellaneous books. I say misc laneous books because the question school books is a matter which merchan of each province will have to sett largely among themselves; but on t question of miscellaneous books, the s lution of the problem is in the hands the Toronto wholesalers and jobber working in sympathetic co-operati with the retailers. No business can considered in a healthy state so long the net profits are less than the cost doing business, and every publisher Canada knows that that is the situatic in regard to miscellaneous books, ar has always been so. Only the thoughtf co-operation between the wholesalers ar the retailers can remedy this undesirab state of affairs, and I look to you as a intermediary between these two branch of this vexatious problem.

"I shall certainly be very glad to anything which I can do to foster th formation of an association taking in booksellers and stationers in Canada."

FINANCE MINISTER APPEALS

Continued from page 45

But are conditions what you would lik to see them? While we have less en ployment relatively, we have it. Le social unrest, still we have some.

"If the weight of figures is the whol question then we never were so pros perous as today. We never before ha so many facilities for ease and comfor Never have we had so many commoditie and luxuries coming into the country During the eleven months ending Feb. our trading increased enormously i spite of the drop in prices and the stat of the economic and industrial worl During the year ending Feb. 1, 1920, ou total trade amounted to $2,110,000,00 In the eleven months ending Feb. 1, thi year, our trade amounted to $2,288,000, 000, an increase of $178,000,000. Doe this make you think? Has a lot o money come into the country, or a lo more gone out?"



THE BUZZA COMPANY

Distinctive

THERE is nothing so distinctive for a gift as a well chosen greeting card. It reflects the personality and character of the giver.

Observance of the national holidays and the different anniversaries and gift-giving occasions throughout the year, is becoming more and more in vogue. In times of stress and business depression, greeting cards are more in demand than ever. The public with tightened purse strings seek greeting cards as a more personal and distinctive [incidentally, less expensive] outlet for their gift-giving requirements.

Wise dealers, therefore, are expecting an abnormal demand this year. We predict the largest greeting card year in the history of the country. There is no better line with which to supply this demand than The Distinctive Line.

Member of the Greeting Card Association

The Buzza Company
PUBLISHERS
Minneapolis Minnesota

THE STAMP OF DISTINCTION
BUZZA
NEW YORK BOSTON
TORONTO

THE Distinctive Line is now displayed in our offices at

225 Fifth Avenue
New York City

101 Tremont Street
Boston, Mass.

468 King Street West
Toronto Ont. Canada

And, Sixteen travelers are showing it throughout the United States and Canada.

A. R. MacDougall & Co.
Limited

Representatives for Canada and Newfoundland

468 King Street West
Toronto, Ont.

Summer Sporting Goods

Write for our New Catalogue Showing

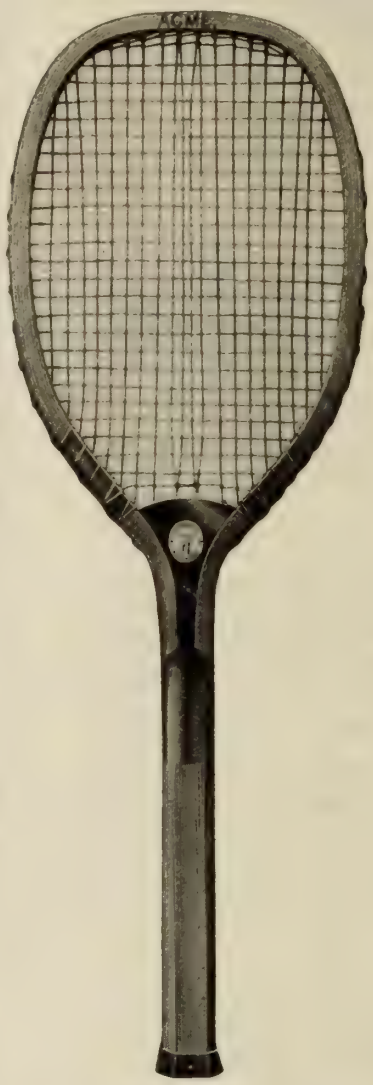
Baseball Supplies

Tennis Goods

Croquet

Footballs

Bathing Caps



Hammocks

Wheel Goods

Lanterns

Flags

Souvenirs

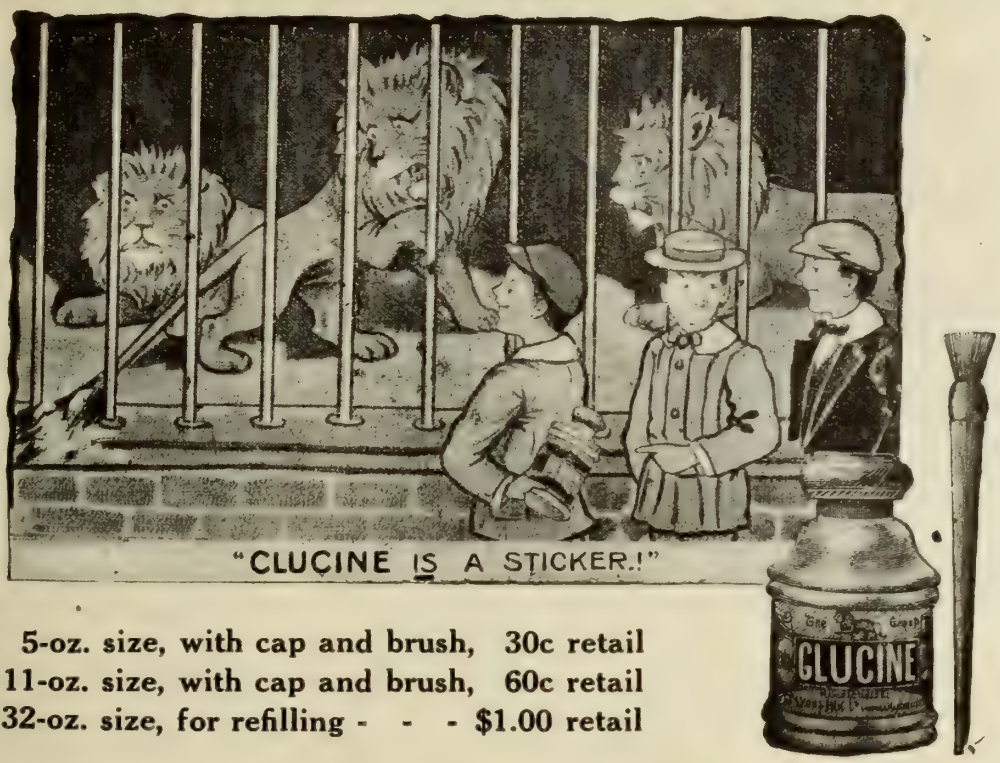
Celebration Specialties

Catalogue Mailed to Dealers on Request.

NERLICH & CO.

146-148 FRONT ST. WEST

TORONTO



5-oz. size, with cap and brush, 30c retail
11-oz. size, with cap and brush, 60c retail
32-oz. size, for refilling - - - $1.00 retail

GET THE LION'S SHARE

of Business by Stocking Up With *Lyons*

GLUCINE

SPRING SHIPMENT NOW DUE

You will be doing the right thing if you concentrate on Glucine this year. It takes the place of numerous Pastes and Mucilage.

Guaranteed against going bad—never dries up; is always sweet and clean and ready for use. **School Boards** adopt it wherever it has been submitted to test.

LYONS BANK WAX

Now Carried in Stock in 5's, 10's, 20's and 40 Stick; also Perfumed Wax

LYONS B B Writing, Scarlet and Fountain Pen Ink stocked in Toronto

Manufactured by LYONS INK, LIMITED, MANCHESTER, ENGLAND

Canadian Agents:

MENZIES & COMPANY, LIMITED

439 KING STREET WEST, TORONTO

Enormous Possibilities in Records

Booksellers and Stationers Must Remember That Enthusiastic Phonograph Owners Take a Pride in Keeping Their Record Libraries Up to Date—Latest Numbers Always in Demand—Stocks of Needles, Too, Must be Kept Up to the Mark

(Written Specially for Bookseller and Stationer by Fred A. Trestrail)

THE secret of any business success is based on one main fundamental that of selling what the people want.

But I might go one step farther and say that the most profits are derived from being able to offer to the public what they want the most—in other words, what lines are asked for most of the time and are, therefore, easier to sell.

Of course, it is understood that any article must be made by a reputable concern that will stand behind the quality of the product.

And so before mentioning phonographs or records I want to make it clear that the first important move is to be sure that you procure the agency for goods made by a reputable firm—not cheap fly-by-night goods.

Avoid Price-Cutting Orgy

This is a point of very great importance. If you take on a line of phonographs which are advertised to the public at standard prices it is in your own interest, and in the interest of your fellow dealers, that those standard prices be rigidly maintained. If this is not done, the result is an orgy of price-cutting. And when price-cutting holds full sway no dealer knows what his profits, if any, will ultimately be. Price-cutting is an evil not only from the standpoint of its effect on actual sales, but also because of its effect on the buying public who thereby have their confidence in the dealers disturbed, and who, naturally, go from one place to another, endeavoring to beat down the price to the lowest possible point.

So, in negotiating an agency, let your first care, after assuring yourself that the value of the goods offered is really sound, be to assure yourself that the manufacturer of the goods is thoroughly reliable—entirely likely to stay in business and to maintain your margin of profit unimpaired.

Department for Time Payments

When a phonograph manufacturer closes up and goes out of business, his stock in hand is usually bought up by a speculator at ridiculously low prices, and the speculator, having no permanent interest to consult, puts them on the market at prices away below standard, leaving the dealers who have bought the same line in a legitimate way to suffer very serious losses.

Having determined what line you will handle, your next step is to organize a department to sell phonographs on time payments.

Eight out of every ten instruments are sold on time payments. The customer signs a lien contract which specifies the terms of payments. Usually the payments are divided into ten even amounts; one-tenth of price of instrument is paid in cash and the balance due each month on same date as purchase. Weekly terms are sometimes arranged for if more convenient. Interest at 6 per cent. is payable on lien note.

Banks anxious to assist their customers to progress will advance about 50 per cent. of the face value of the lien contract. This amount secured from the bank together with the cash payments received just about allows you to pay the wholesale for cost of phonograph, so that each additional sale allows you to finance the cost of phonograph. Of course, as in any other line, an initial investment is necessary.

Another Important Advantage

The time payment system has another important advantage for the dealer in that it brings the buyer back to the store at regular intervals to make his payments, thus making him a dependable prospect for records and accessories.

The possibilities in records and accessories for the stationery store are enormous. Enthusiastic phonograph owners take a pride in keeping their record braries up to date by adding the late numbers as they appear and they a always renewing their stock of needl

Just consider for a moment the di tinctive advantages of a good line records, produced by a reliable mak They sell for cash at prices ranging fro one to two dollars or more. The marg of profit on cash sale is earned quick and frequently.

Monthly Booklets Available

Each of the larger record manufactu ers publishes an announcement of n records each month and phonograph ow ers eagerly await them.

When visitors are in the home of phonograph owner, the old favorites a newest "hits" are played over and scores of cases the visitors are impress with some that they have not heard b fore, and they also wish to own the sa selections. Thousands of record sal have their inception in this manner, that every person to whom you sell re ords can be counted upon to do some u solicited advertising for the goods y have sold him.

And what line is more logical th records for the bookseller and statione Outside of an exclusive music dealer, t bookseller is the most logical dealer phonograph records. Even where he do

Continued on page 64



How a Good Corner of Phonographs Would Brighten up a Store.

Here's a Real Opportunity For You to Make Money

Sell Brunswick Records and every owner of any make of phonograph is your prospect for regular business.

Here are some points to note.



Brunswick Records sell for cash.

Brunswick Records play on any phonograph.

Brunswick Records are well advertised.

Brunswick Records enjoy the unique prestige of the Brunswick Phonograph.

Brunswick Records have many exclusive artists.

Brunswick Records have an exclusive spiral groove feature which permits using the automatic stop in a set position.

Brunswick Records are made in Canada and have behind them all the resources of a sixty-million-dollar corporation which assures continuity of business and ability to "get them first."

(A notable instance of Brunswick leadership is shown by the fact that the big "hit" **My Mammy** appeared FIRST on Brunswick Records.)

"The next best thing: if you haven't a Brunswick— is Brunswick Records on the phonograph you have.

The Brunswick slogan has "Caught on" because it is *true*.

Mail us the Coupon

for full particulars of our Brunswick Record proposition for Booksellers and Stationers.

The Musical Merchandise Sales Company,
Dept. B.S., 79 Wellington Street West
Toronto

Kindly send me, free and postpaid, full particulars regarding Brunswick Record Agency.

Name_____

Address _____

Early Summer Buyers Favor Plain, Practical Bags

The Swagger and the Puritan Are Favorites for the Coming Season—Shopping Bags Being Used Again

THE Swagger bag continues to be a big seller because of its practical features—its convenience in carrying, its roominess and good lines. Nearly all Canadian manufacturers are specializing either in the Swagger bag or in adaptations of it. New York has given its stamp of approval and most of the Fifth Avenue shops are now showing it.

One very attractive Swagger model is in light brown crocodile leather. The bright finish and graceful lines of this purse make it a becoming addition to any spring costume.

Silk bags are in strong demand at present, the newest styles being shown with circular or oval top and mirror fastened inside. One silk bag is called the pouch bag—shown in grey, taupe, navy and black, with bright-colored linings.

The Puritan bag is another new design this season. It resembles slightly a man's collar-bag and is just about as spacious. A wide flare at the top and swagger handles complete one of the prettiest bags on the market. It comes in very soft Persian leathers.

Manufacturers report that there is an increasing demand for suede bags. This no doubt goes hand in hand with the call for suede shoes.

The Carleton bag is one of those purses which draws attention because of its attractiveness and sells because it is much roomier than it at first seems. Though narrow, it opens very deep and thus allows for all the accessories which a well dressed woman needs.

Circular metal tops for silk bags are having a decided run this season. Not only are manufacturers using them for silk purses, but they are selling them to the retailer for customers to make up themselves. These tops are of dull gold and oxidized silver metal, with large circular mirror inside. There is a handle fastened pannier style from a ring on top, made up with black or colored silk in any shape. They are ideal for dress occasions.

A soft patent leather shopping bag, about 15 inches long and 10 inches deep, is now shown. The sombre black is relieved in some models by a metallic band at top and gold lining.

The swagger bag is the first one in a long time which is designed to fill the place of the old-fashioned carry-all that grandmother used to wear. Some of the latest models even have a safety pocket inside for bills.

Courtesy Canadian Leather Products Limited



Silk moire pouch bag with round top.



Brown crocodile leather. Adaptation of the Swagger bag.

Selling Leather Goods

Buffalo Stationer Has Trained People to Come to Him Regularly for Leather Goods



New Oval-shaped Silk Bag.

EVERY Monday is leather barga day in one of Buffalo's stationer stores. Customers have learn to look for Monday bargains in this li and to wait for the first day of the we to make their purchases.

Saturday's papers tell Buffalo peop which kind of leather goods are bei offered on Monday and what the pric are. Of course this retailer has a lar stock of all leather lines. One Mond a month he devotes to ladies' purses a one to club bags. He gives a day eve two or three months to each of: the mos bottles, men's bill folds, bel leather-covered note books, card cas overnight bags, music holders, and sm leather accessories.

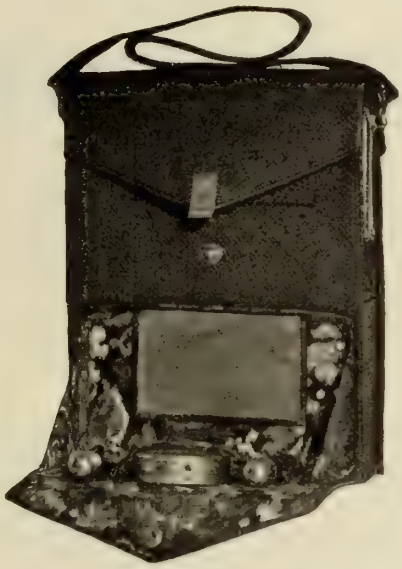
The benefits from these sales, claims, are three-fold: he has certa patrons who never buy elsewhere; h stock on hand is sufficiently large make his profits worth while; he c push his stock fast enough to be able have new lines as they come along.

BUY DIRECT

from

The MANUFACTURER

MADE IN CANADA



NEW LUCILLE BAG
WITH CONCEALED BEAUTY BOX

NONE BETTER MADE ANYWHERE



THE SWAGGER BAG



AN ADAPTATION OF THE
SWAGGER BAG

Manufactured by

CANADIAN LEATHER PRODUCTS
LIMITED

144 FRONT STREET WEST
OPPOSITE UNION STATION

TORONTO

The Preacher and Good Books

Worthy Books Should be Reviewed From the Pulpit—What May Develop From Religious Book Week

RELIGIOUS Book Week has come and gone and some booksellers did good business by giving this event good attention. This may be depended upon to prove a far bigger campaign next year, but there is no reason why more religious books should not be sold throughout the year.

Not only that, but if the interest of clergymen and religious workers in all good books is maintained, their influence will prove most effective in promoting sales in the book stores of such books.

On this subject a layman, in the March 9 issue of the Christian Guardian, tells of a friend who said to him recently: "Our preacher did me a good turn a while ago. Ordinarily I am not very much interested in his sermons, but this day he got off on a new tack, and mentioned a new book on sociology he had been reading. Didn't tell us anything more about it, but simply mentioned the book and author. It looked good to me, so I had the book brought in as soon as possible, and went through it, and it gave me really a new outlook on life."

One wonders, sometimes, whether our preachers do appreciate the opportunity they have in guiding the members not only of their own flock, but also of the community, along the lines of good reading. Of course the preacher is supposed, in every place but university centres, to be more closely in touch with really good books than anyone else in the locality. Probably this is to a large extent true, though how a good many preachers do it, with the numerous boards and committee meetings in addition to their routine services and pastoral work, is somewhat of a mystery. However, the preacher is in any case a college man, and nine times out of ten, his college experiences not only made him familiar with the best things in religious and theological literature of the day, but also left him with a strong appetite, which unfortunately he cannot frequently satisfy, for new books of the same type. In any event, if the preacher is to be at all up to date in his preaching as well as in his thinking, he must keep more or less closely in touch with the newer works in the religious, theological and scientific field. In most cases the possibility of some knowledge of the titles of these books, at least is comparatively easy, since his denominational publishing house keeps him pretty well supplied with publicity matter covering them, and will certainly be glad at any time not only to supply new books on any subject he wishes, but also to tell him something of the nature of such volumes as are being published from time to time.

Since, then, existing conditions make it seem that the preacher is most frequently the best informed man regarding this sort of books in the community, it seems to be more or less incumbent on him to act as the guide of his people. All too infrequently is this opportunity taken advantage of. Of course, in a good many cases the townspeople signify their appreciation of this fact by placing one or more of the resident ministers on the local library board, and here he is able to exert some of the guiding spirit. However, no library board nor any body of citizens outside of a city would be likely to purchase at any one time any quantity of religious books. Again, while a good book in the library is good, it has not by any means the same influence as the same book in the home.

We have often wondered why some o our preacher friends who have done a the one referred to at the beginning o this article, namely, made mention in a address or sermon of a new book, do no carry the matter further, and do this sor of thing regularly, or even do it more in tensively by giving up a sermon perio of the Sunday service occasionally fo the review of a book of this kind. Thi sort of thing was done, we recall, wit Winston Churchill's "The Inside of th Cup," which even with its half-bake resumé of philosophical theories, cause such a stir at the time, and which t some extent at least resulted in givin the book a large circulation, and set peo ple thinking over the problems of th church of the day. Suppose the preach ers who reviewed "The Inside of the Cup from their pulpits had subsequentl taken up half a dozen better volumes o a more constructive type and had treate these in the same attractive way they di the earlier book, wouldn't it have mean that these same volumes would have bee widely read, and that among the mem bers of those congregations there woul have been developed not only a goo deal more thought about church prob lems, but also a strong body of feelin ready to back up the preacher in any or of the half-dozen moves he would b making along new, constructive lines Speaking from the viewpoint of a lay man, the writer ventures to suggest tha had this sort of thing been done in an degree, there would be considerably mor action and also considerably less tal today on the problem of "What is wron with the church?"

There is available right now a scor of new books on theology, creed, th church and the social order, stewardshi church finance, and kindred subject which, if read by intelligent layme throughout the country, would produce force of renaissance spirit which woul back up the really constructive preache in his work, and very shortly produc remedies for the difficulties existing a present.

The writer goes on to refer to Rel gious Book Week and its significance i connection with which he urges ever preacher to advocate the reading o really good books, as averse to the in different literary food which furnishe the mental meals most of our people hav been getting in book form. "If at th same time, you can recommend or revie any of the outstanding new religiou books, it will mean easier work for yo by reason of the creation of a favorabl opinion towards new plans into whic you are surely trying to lead you people."

ENORMOUS POSSIBILITIES

(Continued from page 60)

not care to handle phonographs he can easily handle records. All the equipment needed is a good demonstrating phonograph and some up-to-date record racks for the display and stocking of the records. A very moderate investment of capital in this way will earn very large dividends.

Like Turnover on Magazines

Then, the turnover on records is quite similar to the turnover on magazines—that is, it is at least a monthly turnover. And I do not need to point out to the readers of Bookseller and Stationer that money turned over twelve times a year is exactly twice as profitable as money turned over only six times a year.

After all, it is this question of frequent turnover which constitutes the big reason for phonograph records in the bookstore.

Times change and merchants must change with the times if they are to keep abreast of their competitors. The day has passed when the exclusive bookstore is a possibility except in a very few large centres of population. A man once said to me when passing a modern city drug store: "I wonder if those people do actually handle any drugs." The answer stared him in the face from a gold-lettered sign which said "Prescriptions carefully filled." But that sign was nearly all of a "druggy" nature to be seen in the window, which, in this case, was largely devoted to a nationally advertised brand of chocolates.

And, just as the druggist has evolved from a professional man into a merchant, so must the bookseller give his store a more complex character by the addition of new lines. And what line, I ask again, is more completely suitable to the character of a bookstore than a nationally advertised line of phonographs and records?

WELDON ROBERTS
Rubber Erasers

If you would sell more erasers than you ever sold in the past, just feature conspicuously in show case and window our famous

399 Tri-ply Eraser

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

Canadian Pad & Paper Co., Limited

255 Wellington St. West - Toronto

Manufacturers of

Writing Tablets — School Blank Books
Exercise Books — Foolscap Papers

ENQUIRIES ARE SOLICITED

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



"SPHINX" SHOW CARD COLORS

Stationers should all carry the "Sphinx" brand Show Card Colors. Show Card Colors of Quality. There is a good profit in handling them.
Made in 15 selected colors. Put up in 2 oz., half pint, pint and quart jars.
Sample Cards on request.

F. WEBER COMPANY

Main Office and Factory: 1220 Buttonwood St., Philadelphia, Pa.
Branches: ST. LOUIS, BALTIMORE

CLIP THIS COUPON FOR YOUR CONVENIENCE IN ANSWERING ADVERTISEMENTS.

Date 1921

Please send particulars of .....
as referred to in BOOKSELLER AND STATIONER
Name..... *Address*.....



RB ★-2.50 -0001
SA Rc 12.00 -0002
RE ★-0.75 -0003
RA ★-1.25 -0004
SE Ch-7.45 -0005
RD ★-0.33 -0006
RD ★-4.25 -0007

RA Pd-0.50 -0008
RD ★-0.89 -0009
RB ★-0.15 -0010
RE ★-5.35 -0011

SA Ch-4.50 -0012
-D NS-0.00 -0013
RB ★-2.23 -0014
SD Ch-3.75 -0015
RA ★-4.08 -0016
RE ★-0.75 -0017
RD ★-1.00 -0018
SE Ch-1.25 -0019
RB ★-5.75 -0020
RD ★-0.47 -0021
RA ★-1.25 -0022

The history of the day's business

Every time a sale is recorded on an up-to-date National Cash Register, a complete record of the sale is printed on a strip of paper inside of the register.

This strip of paper is called the detail-strip.

It shows how much business is done during certain hours, or during the merchant's absence.

It cannot be removed or changed without the merchant's knowledge.

It prevents the cash drawer being opened without a permanent record being made.

At the end of the day, the merchant takes the detail-strip out of the register and files it away.

It gives him a permanent, unchangeable history of each day's business.

The detail-strip is only one of the many features which make up-to-date National Cash Registers a business necessity.

This is a section of the detail-strip. For each transaction it shows (1) whether a receipt or slip was issued, (2) the initial of the clerk, (3) the kind of transaction, (4) the amount, and (5) the number.

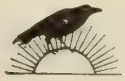
Let our representative show you how it will help you make more money.

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
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Bookkeeping by Machinery



The bookkeeping machine, because of its adaptability to any method of accounting, is fast eliminating the old hand method of posting to ledger accounts.

The ADCO equipment in connection with the bookkeeping machine has many points of excellence and many new features to assist the operator in procuring the best results with the Ledger Posting Machine. We invite your careful consideration of the claims made for the economy of time and money in the installation of our Machine Posting equipment. No lost motion in the selection of these devices for your operator. We have many distinct improvements as the result of expert study of the requirements of the bookkeeper.

We shall be glad to take this matter up with our dealers with a view of their handling this equipment in their own territory.

W. V. Dawson, Limited
MONTREAL

L. & C. HARDTMUTH'S
"KOH-I-NOOR"
PENCILS

FACTORIES
BOHEMIA, CZECHO-SLOVAKIA

SOLE AMERICAN AGENCY
34 EAST 23rd ST., NEW YORK

"KOH-I-NOOR" PENCIL COMPANY
IRVING P. FAVOR, Manager

British Goods Are Standards of Value



A popular quick selling pen :

THE

"ROB ROY"

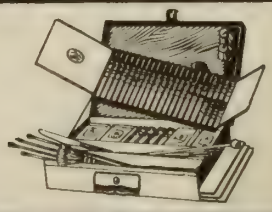
Made from fine steel and made in one of Birmingham's best equipped factories, this daily writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right

Hinks, Wells & Co., Birmingham, Eng.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.

Established 20 Years

W. S. TURTON & CO.

30 and 32 Gravel Lane
SALFORD
Manchester, England

Manufacturers of *Special Lines* in Counting Frames, Blackboards and Easels, Dolls' Bedsteads, Kites, Toy Fishing Nets.

WATERSTON'S

"BEE"  BRAND

MARK

SEALING WAX

Factory:
Warriston Works, Edinburgh, Scotland

THE EYES OF THE TRADE ARE ON THIS SPACE EVERY MONTH

MEET THEM WITH YOUR ADVERTISEMENT

$5 a month on yearly contract



Hold the Line

Here's the line to hold—John Heath's Telephone Pen. You will not hold it long because it sells so quickly. There's quality about it. It writes smoothly, never corrodes, and lasts long. Get connected with the Telephone Pen for quick sales.

Supplied by all the leading Wholesale Houses in Canada

(Registered)
London (Eng.) Export Agency
8 St. Bride Street
LONDON, E.C.

Don't Miss Any of the Moore Push-Pin Business This Spring

In every part of the country the demand for our products has wonderfully increased this year. With better facilities, improved machinery and augmented forces, we now fill all orders promptly.

Moore

Push-Pins
Push-less Hangers
Push-Thumbtacks
Push-Maptacks

Devices for hanging up things without marring walls

One of our improved Counter Displays will attract trade to your store and sell itself many times over without effort on your part. Write at once for Dealers' Discounts and get your share of this big Spring business.

Moore Push-Pin Co.
36-2 Berkley St. **Philadelphia**



The INDEX that makes PHONING more convenient

FOR SALE BY ALL JOBBERS

MANUFACTURED BY

CROWNOLO MANUFACTURING CO.
12 WEST 17th STREET, NEW YORK

Music and Musical Merchandise

A Guide for Buying and Selling

THOUSANDS *of* DEALERS

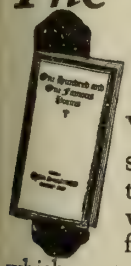
Are finding "FEIST SONGS" a most profitable line.

Music sales were never larger than they are to-day.

Write us for Prices, etc.

LEO FEIST LTD.
193 Yonge St. Toronto

The Gift Book Supreme



You can find no faster seller for gift purposes, than the "101 *Famous Poems*" with its beautiful rose silk finish cover at $1.50—on which you make 40%. Thousands of dealers are dumfounded at the speed with which this book sells.

101 Famous Poems

comes in three bindings, at three prices. Nearly every book buyer wants a copy as there is such a real need for it in every home. Just display them and they're sold. If unsold, we'll take them back in 6 months, on 25 or more.

Prices: Crash cover retails 25c, costs you 15c. Board cover retails 35c, costs you 21c. Rose colored silk finish cover retails $1.50, costs you 90c. f. o. b. Chicago. *Sample Free.*

Send NOW for Your Supply 108 April

CABLE CO., 1703 Cable Bldg., Chicago

Music Trade News

MUSIC AND THE "EX"

A recent meeting of the chief executives of the Canadian National Exhibition with representatives of the music dealers was for the purpose of determining what could be done in 1921 for music a the great Fair, more or less in line with the extensive programme mapped out last year by Musical Canada. The conference did not adopt the suggestions of this paper in toto. But the members present came to a very hearty agreement that something must be done this year bigger than was done last year; that the vocal and instrumental tournament held last year and the year before should be extended this year into bigger proportions, to include a greater variety of entries, a special band tournament for one day, and if possible a combined choral performance afternoon and evening before the grandstand.

The designation of a Music Day is at least one good forward step to the goal of a suitable Music Place at the great Fair.

I have long regarded music as one of the essentials of the education of any people. When I was superintendent of schools in the city of Asheville, North Carolina, from 1887 to 1892, I made music an essential part of the courses of study and program in all of the grades. I agree with the spirit of the Greek education, which made music the central thing. I know that the Greeks gave the term a larger significance than we do, but what we call music was a very important part of what they called music. I also agree with Goethe that all education should begin in and return to music, and with Martin Luther that a schoolmaster who cannot sing is of little account.

I believe that after reading, writing and elementary mathematics, music is the most important and practical subject taught in the schools. Music has great cultural value, appealing to the emotions and organizing and purifying them. We all want music and try to get it in the home, in the church, on all social occasions.—P. P. Claxton, United States Commissioner of Education.

You Can Sell These

BRUNSWICK RECORDS

"BRIGHT EYES"
The wonderfully popular new Fox-Trot with the Waltz "Honolulu Eyes," on the other side.

"MY MAMMY"
Fox Trot with "Rose," another dandy Fox Trot, on the other side.

"I NEVER KNEW"
"WHY DON'T YOU?"
and many other new hits
Write for copy of our April Release.

The Musical Mdse. Sales Co.
Sole Canadian Distributors
79½ Wellington Street West, Toronto, Ont.

SHEET MUSIC
PHONOGRAPHS
RECORDS

Good, live sellers in the bookstores.

They are **more than sidelines.** All distributing firms should be represented with

Regular Announcements
in
Bookseller & Stationer

Full page $45 ½ page $25 ¼ page $15
(Better Rates for a Series)

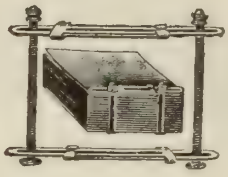
143-153 University Avenue, Toronto

"Say It With Music"

Try this slogan if your music supplies are not selling fast enough. It will remind your customers that everybody likes music.

Watch This Page for Specialties

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURING CO.
1228 Intervale Avenue, New York

Specialties

Rosaries, Scapular Medals, Statuary, Crucifixes. Articles of devotion are used by your **Catholic customers.** We are the headquarters for these goods. Send us a trial order.

W. E. BLAKE & SON
LIMITED
123 CHURCH STREET
TORONTO, CANADA

PLAYTHINGS

The American Toy Journal



18th year of publication and the largest Toy Magazine in the World. The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue.

Subscription--$2.00 per year
Foreign $3.00

Send your subscription NOW

PLAYTHINGS
118 E 28th Street NEW YORK

PAYSON'S INDELIBLE INK SUPPLIED by all wholesale drug houses in the Dominion. The best seller. Established over eighty years. Ask for counter display stand which greatly increases the sale of ink. Received highest award at many Expositions.

A Stationery Traveller for the Maritime Provinces, can handle on commission basis, as a side line, one or two well-known lines. Address S. T. Jones, c o R. R. Colpitts & Son, Moncton, N.B.

Publishers (English), general, juvenile, educational, wish to arrange Canadian Agency with established house in Canada. Good travelling organization essential. Write fully to Publishers, c/o Dixon's, 195 Oxford St., London, England.

Every Canadian Stationer

should stock a range of the

MILDMAY SERIES
CALENDARS AND CARDS
MORGAN SCOTT, LTD
FINE ART PUBLISHERS
PATERNOSTER BUILDINGS EC4

of CHRISTMAS CARDS
CALENDARS
MOTTO CARDS
NEW YEAR AND BIRTHDAY
CARDS, ETC.

¶ A SPECIAL EDITION for the coming season, 1921-22, has been printed for the Canadian trade and if you have not already seen samples of this artistic "sell-at-sight" series, please write for particulars to the agent for the sole publishers,

MORGAN & SCOTT, LTD.:
MR. HECTOR PRENTER,
33 RICHMOND STREET WEST,
TORONTO, ONT.

¶ The "MILDMAY" Series of Fine Art Publications has a thirty years' reputation throughout Great Britain for all that is best and most artistic in up-to-date colour printing and production. Get your share of the business in this well-paying and satisfactory proposition.

ANNOUNCEMENT

We desire to announce to the Trade that we have removed to larger quarters at

437 St. Paul St. West

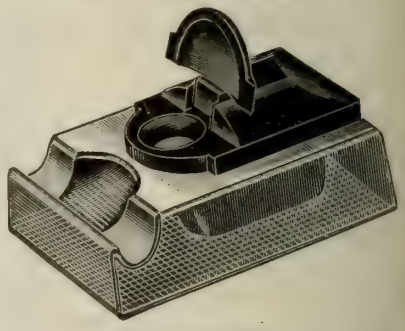
Where we will carry a full stock of POST CARDS, DOLLS, HOLIDAY BOOKLETS, for Xmas and New Year, CALENDARS, and all kinds of NOVELTIES.

We Solicit Your Valued Trade.

International Fine Art Co., Limited
437 St. Paul St. West, - - MONTREAL

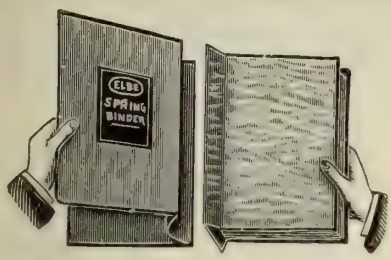
"PARAGON" Inkstands

in a large variety



Manufactured by
FRANK A. WEEKS MFG. CO.
93 JOHN ST., NEW YORK
Canadian Jobbers Carry Stock

Watch This Page for Specialties



Excellent for holding Essays, Class Notes, Lectures, Forms, Magazines, Reports, Orders, etc.

Made in all sizes. Capacity of back, 5/8" to 2".

New lines—

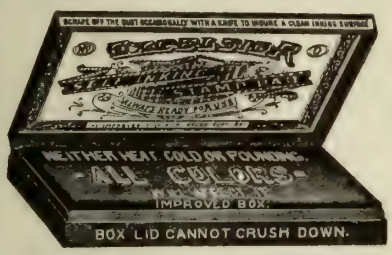
Loose-Leaf Telephone Index to hang over mouthpiece of phone.

School Rings.

Elbe No. 1 Eyelet Machine.

Student's Ring Books and Fillers.

ELBE FILE & BINDER CO., 215-217 Greene St. New York City



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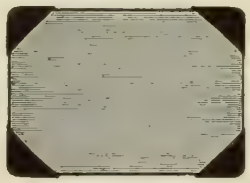


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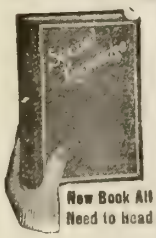
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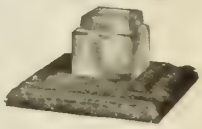
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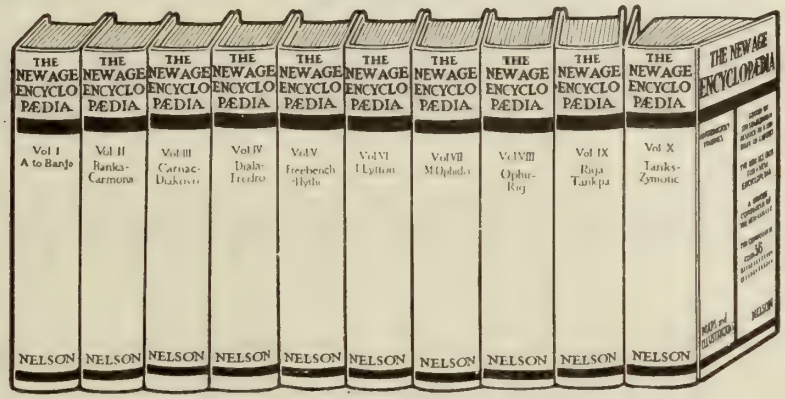
"WHEREAS the shipment of books on consignment and subject to rebate, exchange or return has proved detrimental to both Publisher and Bookseller.

"BE IT RESOLVED that on and after April 2nd, 1921, the Members of the Book Publishers' Section of the Board of Trade of the City of Toronto will under no condition ship books (other than educational) on consignment subject to rebate, exchange or return."

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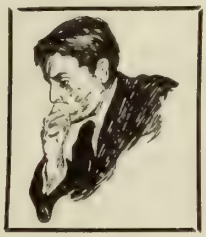
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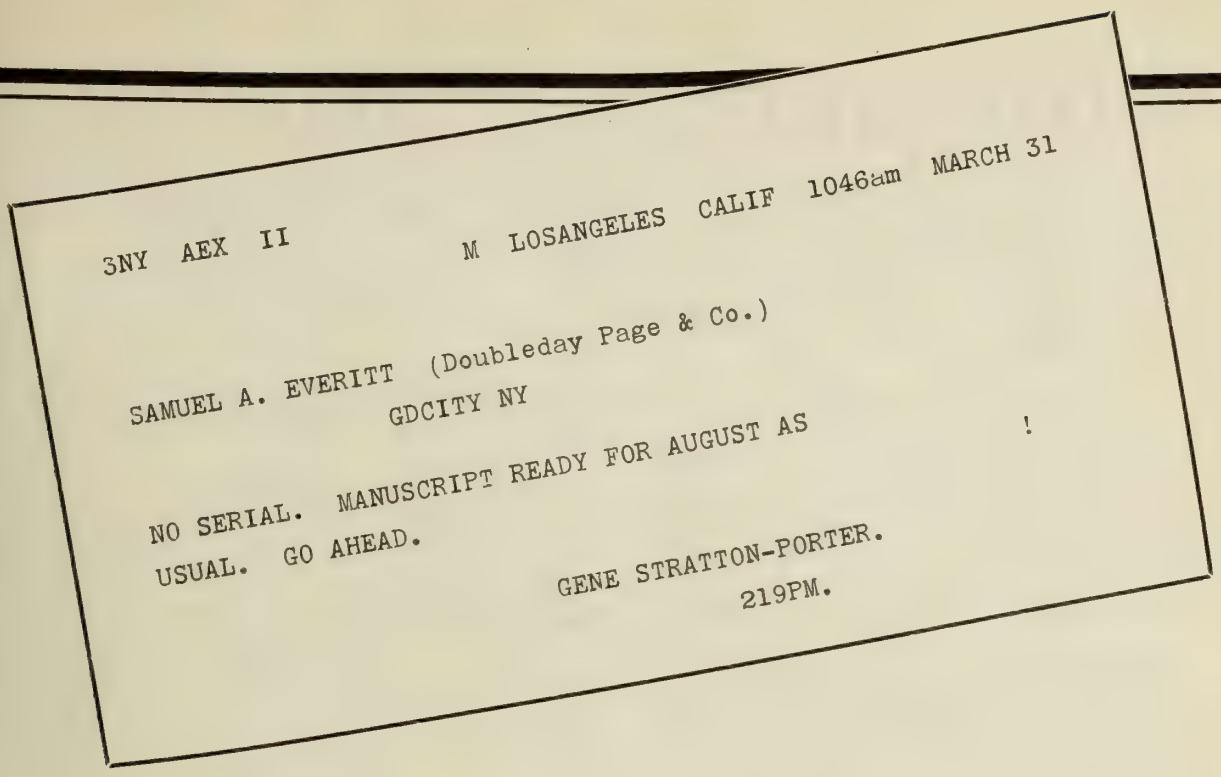
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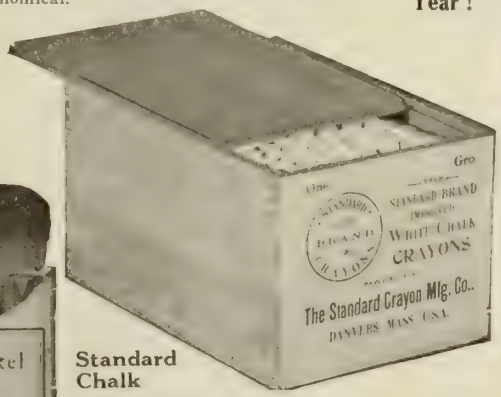
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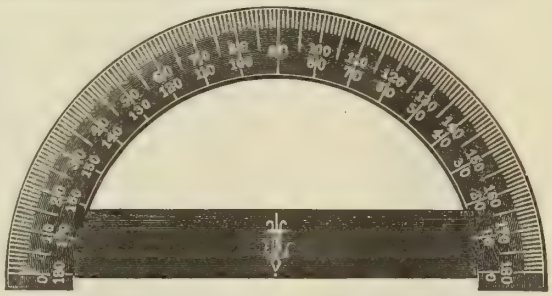
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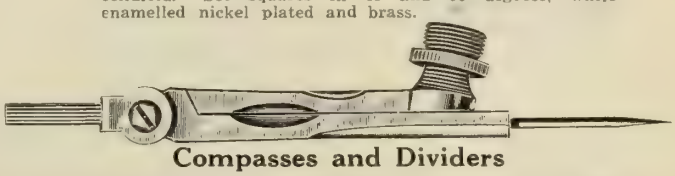
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44 FRONT STREET WEST TORONTO

Member Audit Bureau of Circulation

Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

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Making "Gift-Chasing a Pleasure"

Dealers Who Fill Windows With Goods Suitable For Presents Will Be Rendering a Fine Service to the Puzzled Friends And Relatives of the June Brides and Graduates—High-class Papeteries and Leather Novelties Will, if Properly Displayed, Draw Fair Share of Attention

BEING retailers themselves, the chief purpose in life of the men who read this publication is to sell and not to buy. By this is meant "buy at retail."

But did you ever go gift-hunting? You have. Well, then, you know just what it is. Every bookseller and stationer who has enjoyed this experience will realize just how grateful the average male "hunter" is to the dealer who makes gift-chasing a pleasure.

This brings us to the reminder that in another month the season for gift-hunting will be open. June is a big month for the retailer who deals in gift lines. It is a great month for brides and graduates. Why not make the most out of it?

"Gift Windows" for June

When people go on gift-hunting expeditions they wander aimlessly around until something strikes their fancy. It may take days and it may take weeks. And they may also go right past a dozen book stores all unmindful of the fact that they could reach the end of their journey inside. Here is where the bookseller comes in. On the shelves of every book store in the country are all kinds of things that make splendid gifts. All the dealer has to do is let the public know about them. He can do this in no better way than by putting in a "gift window."

The four weeks in June will be busy ones for the gift buyers and the last week in May will also be in the same category. It should be a good plan, therefore, for booksellers to put into their windows for about five weeks merchandise that can be passed on as gifts. Every man and woman who sees such a display will stop to look it over and undoubtedly numerous sales will result. What is more, the public will be sure to appreciate such a service.

A Striking Toronto Display

Take the case of Mothers' Day. McKenna's Book Store, Yonge Street, Toronto, went after this business in a whole-hearted manner. One window was given over entirely to "little things that might appeal to mother." Handsomely engraved cards and sentimental messages in attractive frames predominated. The display was distinctly striking and for a week and more before the second Sunday of May little groups of people could be seen at all hours before the window looking over and discussing the goods on display within.

Fancy goods of all kinds will sell readily next month and there will be a big demand, too, for books. But stationery will, perhaps, be the best seller. It will be in strong demand by people of culture and refinement. The best lines, therefore, will be sure to sell well for a gift article must possess enough of the personality and taste of the donor to fittingly reflect individuality. To be appreciated by



recipient, it should be of unmistakable quality and in keeping with the fashion of the day.

Suitable Stationery Showing

The building of a personal clientele is, according to old-timers in the business, one of the secrets of successful salesmanship in papeteries. The needs and tastes of the customers must be considered at every turn. Once secure the confidence of the customer and repeat sales will come just as often as that customer needs stationery. The manifestation of a personal interest by the salesman in the customer whom he may safely call his own will do a great deal towards holding trade.

During the month of June several tables might be devoted to displays of high-class stationery. On each of these the boxes could be stacked three high, the top box of each color or kind being left open with the lid of this box at the bottom of the stack. With such an arrangement the customer can see at a glance the color, style, shape and size of the box and its contents. This method of display should bring excellent results. Care, too, should be taken to so arrange the colors that they blend, the white being used to separate those that do not harmonize.

June gives the dealer a splendid opportunity, too, to feature leather goods as gifts. For graduation gifts such things as brief cases, portfolios, music rolls and cases offer excellent selling possibilities—travelling cases being fitting gifts for young ladies and fine wallets being suitable for men.

There are a hundred and one things, of course, that might be featured but leather goods and papeteries are two lines that can be relied upon to draw their own fair share of attention from the June "gift-hunters."

Wedding Invitations Shown

Already the windows of leading Toronto stores are "putting their best foot forward" in the line of wedding merchandise. And, while discussing this question, mention might be made of a wedding window in McClurg's store, Chicago, Ill. Recently McClurg's put in a very attractive window devoted to wedding invitations. From the middle of the floor window a series of steps rise, extending all the way across the window. These steps, as well as the floor of the window, are covered with a very effective heavy, crinkled paper, sand-colored. In the middle of the steps and at either end is a strip of narrow velvet carpet. The designs are in sand-color and green, interwoven in exquisite patterns. Presumably these steps lead up to the church altar. At the back is a broad, fan-shaped paper background, and the altar itself is a bower of sweet peas.

Tissue-lined Papers, Too

Displayed on the floor in the front part of the window are the wedding invitations in their exclusive designs and papers. Deep-toned browns and greens form effective backgrounds for the easels on which the wedding cards are exhibited. At either side are tall, fluted rolls of white paper tied with white satin ribbon.

McClurg's are showing two new numbers in wedding stationery, "Shaded Antique Roman" and "Modified Trevor."

Ottawa Booksellers Get Behind Campaign to Press Home the Buy-a-book-a-week Idea by Letting Customers Pay in Instalments

Marked Success Attends Efforts of Thorburn and Abbott to Establish the Proposition—Mr. Thorburn is Well Pleased With Way Experiment is Working Out—Small Deposit Only is Asked As An Initial Outlay

ONE Ottawa firm which is prosecuting the Buy-a-Book-a-Week campaign vigorously, with a marked degree of success, is Thorburn & Abbott, whose commodious store is located in the heart of the trade on Sparks Street, the main thoroughfare of the capital.

In order to ensure the success of the experiment from the beginning the firm called into play one of its two front windows, which are at all times its best advertising medium. The artistically arranged and tempting display of encyclopaedias, classics and sets of books by popular authors, which is shown in a photograph accompanying this article, served as an excellent means of announcing the project to the public.

Display Brought Inquiries

On the very first day upon which the books appeared in the window, accompanied by "buy-a-book-a-week" signs, explaining that the purchaser might arrange to secure a complete set by paying so much every week, a great many inquiries were made and several sets were disposed of.

The principle upon which this firm is acting is that of allowing a purchaser to sign an agreement to the effect that he will come in regularly, or nearly as regularly as possible, once a week; pay a stipulated amount and take home with him the succeeding number of the set until he has achieved the purchase of the entire set. The books are all second-hand, but are in first-class condition.

As one sign in the window indicates: "They are priced extremely low—much below what they were originally sold for."

Puts Trust in Acquaintances

"There will be instances," said Mr. Thorburn to Bookseller and Stationer, "where we will allow a person whom we know and feel we can trust to take out the entire set at the beginning, upon the payment of a small deposit, and the promise to pay us so much every week until the set is paid for, but with most of the purchasers we will stick to the plan of selling them a book a week. This scheme, we feel, is much more to our advantage, because it gets the customers coming in every week and noting what other stock we have to offer. This is our first experiment along this line, and we are very well pleased with the success we have had thus far. We find the public are interested and that our scheme has the endorsation of quite a number of prominent citizens."

Quite a number of the booksellers in Ottawa are endeavoring, in one way or another, to get the public interested in the plan of buying a book every week.

Some are advocating it in connection with novels, some in connection with sets of books and others in connection with the latest works of popular authors, and in a great many instances it is "taking" with the public.



From the above illustration a good idea may be secured of the methods being used by Thorburn and Abbott of Ottawa, Ont., to drive home the Buy-a-Book-a-Week campaign. The effectiveness of this massed display is not to be doubted.

IMPORTANT NOTICE FOR STATIONERS IN BRITISH COLUMBIA

The Registrar of Joint Stock Companies for British Columbia, with headquarters at Victoria, calls the attention of the trade to the fact that a new Companies Act was passed at the recent session of the British Columbia Legislature and goes into effect on September 1, 1921. Firms and stationers who have been in the habit of printing forms under the existing act are notified, therefore, that such forms will be obsolete from that date and will not be accepted by the registrar. If stationers affected will communicate with H. G. Ganett it is possible some arrangement might be arrived at with regard to their stock on hand.

BACK TO THE OLD HOME

Jack Miner, the Canadian bird man, who has been delivering lectures all over the Central East during the winter season, had an interesting experience the other day, when he went back to his old home in Dover Centre, Ohio, the little section he left forty years ago, as he says, "a red-headed, bare-footed boy." He spoke there in the little local town hall, built of bricks he had helped his father make when he was twelve years old. While in Ohio, by the way, Mr. Miner spoke at Oberlin University, and in two or three other larger centres in the district. Those who have heard Jack Miner will be interested in knowing that negotiations are in progress for the publication of a book of his inimitable material in the United Staes as well as in Canada, and that the volume will likely be ready for the market this fall.

Warnings Are Out.—In a series of advertisements the Eagle Pencil Company, of New York, have been notifying importers and dealers that, under the law, they will vigorously protect all the company's trademarks and proprietary rights. The company appealed to the courts against five different dealers and importers and in each case an injunction against the sale of these goods was issued.

Special Order Trade Anything But an Evil; Vancouver Dealer Seldom Asks for a Deposit

Something Like Four Hundred Books a Week are Sent For on Special Order by Ireland and Allan, Granville Street Stationers and Booksellers—Increased Business Chalked up Every Month —Finds Movies no Help



TO talk to J. S. Ireland, of Ireland and Allan, Vancouver, B. C., is to hear a clear, sweet note of cheer in the present discord of pessimism.

Without anything spectacular, without elaborate fixtures or an extravagant front, this book shop has steadily built up a substantial trade—so substantial, in fact, that right up to the time of writing, a substantial gain has been shown each month, both over the previous month and the corresponding month of the previous year.

Out-and-Out Book Shop

In conversation with a representative of "Bookseller and Stationer," Mr. Ireland stated that the main business of the store is in books, and that with the exception of a stationery department, no other side lines are carried. An effort has been made from the outset to win recognition as a book shop only, and no service is denied and no effort spared to consummate this ambition.

A very complete stock of current fiction is carried, an unusually full range of books dealing with general subjects is maintained, and the book-lover, as well as the casual inquirer, usually finds what he seeks at this store.

"Many booksellers," said Mr. Ireland, "look upon the special order business as an evil to be avoided whenever possible. We, on the other hand, have found that a willingness to procure what is not in stock makes a decided hit with the customer. We send, on an average, for four hundred books a week on special order. Many of those for whom we order books are old customers, but many are also new customers, whose appreciation of our service makes them regular customers from then on.

"Only in exceptional cases," he added, "do we require a deposit on the book ordered, and the number of times we have been left with a book on our hands is negligible."

Effect of Moving Pictures

"Bookseller and Stationer" then asked Mr. Ireland about the effect on book sales made by the presentation of a dramatized book or a screened version in Vancouver.

"I must say that the movie, instead of being a help to the book trade, is a detriment," said Mr. Ireland. "The screen version of a good story does not inspire a desire to read the book, in the majority of cases. A few copies of "Madame X" and a few copies of "Treasure Island" and the like did sell while the pictures were being shown, but not more than would normally be sold from a good window display of such books.

Favors Variety in Display

"On the other hand, the legitimate drama always helps the sale of books. Whether put on by a stock company or by road companies of international repute, dramatized novels stimulate the sale of the book."

Speaking of window dressing, Mr. Ireland says that unless a store can dress a new window every day, it is more profitable to dress a window with a variety of books than to feature one.

The Ireland and Allan book shop has been unable to obtain a lease on their premises, and for that reason has gone to very little expense in fixtures. The appearance of the store, however, the amount of display, and the accessibility of all shelves are a great encouragement to the merchant who has no more elaborate fixtures at his disposal.

That the early spring has helped business in some ways is vouched for by the R. O. Smith Company of Orillia, Ont.

"The early spring opened our wall-paper department earlier than usual," is the report that comes from Smith's Book Shop. "Regular sales started in this department about a month sooner than usual."

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Suggestions For Improvement Appreciated

The readers of BOOKSELLER AND STATIONER will notice that an attempt has been made in this issue to give the dealer just what he looks for in a trade publication. It will be noted that the staff, in accordance with its announced policy, is getting close to the heart of the trade, the result being an editorial section written directly for, and virtually by, the man behind the counter. What dealers have to say about the questions agitating the trade is recorded. What they have done and are doing to hold and increase business is clearly shown. In fine, the dealer comes first. This is his magazine, and he is again cordially invited to make the best use of it. BOOKSELLER AND STATIONER will never be perfect as long as it is edited by mortals. But if the dealers lend their co-operation it will come as close to the perfection point as is humanly possible. This means that suggestions and constructive criticism are wanted. Photographs of well laid-out interiors and smart window displays will be accepted with thanks and published for the benefit of other members of the trade. But, above all, suggestions are desired. If, therefore, there is any way in which you think BOOKSELLER AND STATIONER can be improved, don't be at all backward in letting us know. We want your help.

Regarding the Proposed Tax on U.S. Magazines

Judging from remarks which have already been passed the trade will not take any too kindly the proposal to place what might amount to a fatal tax on magazines entering Canada. One of the revenue proposals made to the Minister of Finance for inclusion in the Budget is said to be the extending of the tax on advertising matter to all United States publications which carry advertising. That tax is now fifteen cents per pound and it has been estimated that on one weekly magazine alone such a tax would have brought in half a million dollars in revenue during the past year. It is admitted that such a tax would be a severe handicap to any publication, and it is argued by those favorable to the tax that the result would be the opening up of American branch plants in Canada where purely Canadian editions with Canadian advertising would be printed. In this proposal the bookseller and stationer is, perhaps, more interested than any other party. And E. J. Vickery, of Yarmouth, N.S., has already expressed the opinion that the exchange rate is as much of a tax as magazines will stand. He unhesitatingly takes a stand in opposition and calls upon the trade's new association to take up the matter. There has been little heard of this matter of late, however, so that it is not considered probable this tax will be put on.

Canadian Authors and Copyright

Every branch of the trade will welcome the entry into the field of the Canadian Authors' Association. It has made a good start and it has its work before it. There are a number of matters now awaiting the attention of just such a body. With careful attention being given to these questions by some of the brainiest men of the country good results should ensue. The copyright question is one of the first to clamor for attention. Within a few hours of its birth the Authors' Association took this matter of copyright up in a whole-hearted manner and no time was lost in condemning the bill as presented at Ottawa. That the bill bears evidence of having been drafted for the protection of the printing interests rather than the writers is definitely alleged. The copyright situation in Canada has never been satisfactory. No doubt the authors, if given a chance, will remedy this condition of affairs. Great Britain and other leading nations, excepting the United States, are members of what is known as the Berne convention for the protection of the rights of authors over their literary and artistic works. The uniform copyright law of the Berne convention gives the author an international status. Irrespective of where the author's works are printed, they are copyright in every other contracting nation in the union. This applies to British, Australian and other authors under the British flag, excepting in Canada. The Canadian copyright bill, it is hoped, will eventually give Canadian authors the same rights as British, French, German, Italian, Australian and other authors enjoy under the Berne convention. One of the points in the bill to which particular objection is made is that the rights of Canadian authors are sacrificed by a clause which is similar to that in the United States copyright law, inserted by printing and manufacturing interests, stipulating that copyright in the United States can only apply to works that are printed and manufactured in that country. Undoubtedly there is room for improvement in the present bill. Certainly, too, the new Canadian Authors' Association can do a good deal towards helping to draft a bill—if it is not now too late—that will protect the rights of all Canadians interested.

HATS off to the Canadian Authors' Association. A husky infant has come to gladden the heart of the trade.

* * *

THIS is the time of year when the amateur—either gardener or photographer—is on the look-out for helpful books.

Laying Plans Now for a Christmas Campaign

THE establishment of a Canadian clientele for Canadian authors was the subject of discussion of three noted Canadian authors and publishers, J. Murray Gibbon, Montreal; Arthur Stringer, Chatham, Ont., and Vernon Mackenzie, Toronto, editor of *Maclean's Magazine*, who were guests of honor at a dinner given in the Royal Alexandra Hotel, Winnipeg, Man,. under the auspices of the newly organized Winnipeg branch of the Canadian Authors' Association, Col. George Ham also was a guest of honor. Prof. W. T. Allison, vice-president of the association, presided, and introduced the speakers. More than 200 guests were present.

Mr. Gibbon, who is president of the association, explained the scope of the new organization. It was necessary to include booksellers and publishers, he said, in order to bring together producers with distributors. He referred to the co-operation of librarians. J. H. McCarthy, public librarian of Winnipeg, had told him that 1,000,000 books were read annually in Winnipeg by 20,000 persons. Through Mr. McCarthy's co-operation, Canadian literature will be put prominently before this clientele, Mr. Gibbon said.

The first thing to do in establishing a Canadian literature is to enlarge and intensify the Canadian reading public, he said. Through the co-operation of the publishers a Canadian book week will be held the middle of November, the best time for Christmas buying, Mr. Gibbon said.

Mr. McKenzie, from his position as editor of the largest Canadian magazine, threw out a few hints as to the kind of writing which has a particularly good sale at present. The 'short' short story is the kind of literature most in demand by all magazines at present, he said. The 'fact fiction' article was in almost equal demand, he said. A story of from 4,000 to 6,000 words is much more sure of sale than one of from 8,000 to 10,000 words, he said. He drew attention to the necessity of balance in a magazine.

Col. Ham gave a humorous address, referring to many old time writers and journalists in the West. J. W. Dafoe gave a brief address, mentioning the necessity on amassing a reading public before a national literature can be established. Norman Hall gave a reading from Drummond and several selections of music were contributed by Mrs. W. A. Deacon, Mr. and Mrs. Burton Kurth.

Messrs. McKenzie, Gibbon and Stringer are on their way to the Peace River districts. Several United States writers and artists are accompanying them.

November Chosen As Time For Pushing Canadian Books; J. Murray Gibbon Explains Objects of New Association



J. MURRAY GIBBON.

The first meeting of the Toronto branch of the Canadian Authors' Association was held in the gallery of the Public Reference Library, College Street, when J. Murray Gibbon, of Montreal, the well-known novelist, and president of the association, outlined the scope of the organization. There was a large gathering of Toronto writers, and Prof. Pelham Edgar presided.

The Canadian Authors' Association came into existence a little over a month ago at a meeting held in Montreal. It was organized on broad national grounds, Mr. Gibbon explained, and in addition to headquarters, the association will have twelve self-governing branches, nine of which are to be formed at once. In Ontario, there will be one branch centred in Toronto, and another in Ottawa. Others are to be started in literary centres right across the Dominion. As Canada contains no recognized "first city" no city corresponding to London in England or Paris in France, the headquarters of the association will be moved every three years, being situated in rotation in Montreal, Toronto, Ottawa and Winnipeg. Mr. Gibbon spoke very enthusiastically of the manner in which the French-Canadian writers had co-operated in the establishment of the association, and they will have their own section in the organization. In passing, Mr. Gibbon paid a tribute to the establishment of higher literature among the French-Canadians.

The association will seek to further the cause of Canadian literature. Already action has been taken towards improving the copyright law in Canada. The publishers have also promised to aid in bringing the work of Canadian authors more strongly before the public, and one week will be set apart each November to be a "Canadian authors' week." In conclusion, Mr. Gibbon expressed the hope that the association would lead to the establishment of higher literary ideals among Canadian writers, so that they will not be content with doing work that is average or mediocre.

It was pointed out by Bernard K. Sandwell, of Montreal, that the task of getting into touch with Canadian authors was not an easy one. He expressed the hope that all writers who were eligible to join the association would come forward without waiting for an invitation to seek membership. The difficulty of getting into communication with Canadian authors, even some who were well known, indicated how necessary it was for them to have greater co-operation and more complete organization.

"More Sinned Against Than Sinning"

Bookseller and Stationer Seldom Invades Legitimate Fields of Other Merchants, According to R. J. Edgar, of Owen Sound, Ont., Who Thinks That Confreres in Business Are, For the Most Part, True to a Creditable Calling—Thinks Notification of Changes in Text Books Should be Given

IF governments notified the bookseller and stationer of all changes ii text books, and if the same policy were carried out with regard to hymn books and religious publications, it would be a good thing for all concerned. Certainly it would lighten to a great extent the burdens borne by the man in business.

This is the gist of a statement made to the editor of "Bookseller and Stationer" by R. J. Edgar, of Owen Sound, Ont., than whom there is no better informed man in the trade. Mr. Edgar's experiences have been such as to make him feel strongly on this matter, having been on more than one deputation.

"It is too bad," said Mr. Edgar to the writer, "that the school book question is not handled in a better way. It works considerable hardship on the trade when books are changed without notice. When the new primer came out, we were well stocked up with the old ones, which would not have been the case had notification of any kind been given us. The Government, I believe, does send out circulars, but we do not receive them. We have to chase after them if we want to know what is going on."

Books Should be Returnable

"The Government should notify us of all changes, and should then take back the old books," went on the speaker, adding: "When a man handles a book for a government at a stipulated price, with little and sometimes no margin, the book should be redeemable. And practically the same applies to religious manuals. These are changed and again we are not notified."

In 1806 R. J. Edgar went to Owen Sound, buying out the old Creighton store, which had hitherto been conducted by "Jimmie" Sharpe, a politician of no mean repute, who later on was appointed customs inspector at Duluth. The store has been twice moved since that time, but it has been in its present location for some twelve years.

Books, stationery, school supplies and magazines are the "big sellers" now, more magazines and newspapers being sold every day. "Quick sales and small profits" on staple lines is the Edgar policy, and this has been found to work out well. Toys are handled on a somewhat limited scale, just a few of the most popular and best-selling lines being stocked. Carrying out the same policy, leather goods are also kept on display.

"The larger a place grows, the better it is to cut down to staple lines," declares Mr. Edgar. On holidays, however, extra lines are taken on.

Handling of Side-Lines

"All kinds of side-lines can be made to pay," stated the Owen Sound man on being questioned further, "but the bookseller sticks pretty well to books and his own legitimate lines. The book store is an honor to a community and should be encouraged rather than despised. It is about the only business that caters to a man's intellect. Others cater to his stomach or his vanity, etc., but the book store is for the development of the intellect. Just what a real good book store means to a community is not yet generally realized, I am afraid. It is only when a fairly good sized place is without such a store that the loss is really felt."

"As for the handling of side-lines," went on Mr. Edgar, "the bookseller is more sinned against than sinning. Others may intrude on his domain, but it is not often that he interferes with the legitimate business of men in other lines. The bookseller, too, must know his stock. If he does not, he is not going to make the sales he should. He must know, for instance, what is in a magazine. Take the case of a man wanting a book on science. The bookseller must know something about that book. He is expected to know something about it. If he does not, he is very apt to lose out."



R. J. EDGAR,

a bookseller and stationer of Owen Sound, Ont., who does a little gardening on the side and who in the days before the war could take on "the Best of 'Em" in bowling and stand a good chance of coming out on top.

With reference to the handling of stationery, it is interesting to note that numerous calls are still received for Georgian Rod, a brand of stationery which Mr. Edgar named a quarter of a century ago. This dealer has found that people are, for the most part, quite conservative. Get them using a thing and they'll keep on using it.

"It takes quite a bit to drive people away from a habit," is the Edgar way of putting it. Amplifying this statement, the Owen Sound man went on: "Affability has a good deal to do with keeping trade. Having a good stand is another important factor, and, of course, the stock must be there. Human nature is such that people will put up with a lot, even a little inferiority in quality, if they like the dealer. I would say that the making of friendships is one of the secrets of successful merchandising. I would go further and say that it is one of the most important things in business. There are, of course, some impossible persons, but they go into the class of undesirables. They are very, very few, fortunately, and their trade is worthless under any circumstances."

Getting Out Sporting Goods

When the editor of "Bookseller and Stationer" called on Mr. Edgar he was preparing to put on display his stock of sporting goods, and he was also thinking of looking over his stock of light fiction. Magazines and the light, outdoor class of reading are the "big things" just at this time.

"Naturally, we sell more goods in winter than in summer," said Mr. Edgar, "but the man in the book store can keep up his sales pretty well by putting on display the right kind of goods. When March passes, we begin trimming down our stocks of magazines and papers. It just simmers down to a question of studying our trade. With the paper question as it is, there are no returns now, so that the dealer who hopes to make money must see to it that his counter is cleared off every Saturday night. This applies to both magazines and newspapers, for a paper is ten years old when it's a day stale."

In the Edgar store, the months of September and December are the two biggest of the year, the former leading by a big margin, as a rule, which would seem to indicate that R. J. Edgar carries on quite a business in school books



and supplies. Flags are in big demand for May 24 and July 1, and suitably engraved cards for Mother's Day, birthdays and set occasions are also popular. One case is devoted exclusively to Bibles and hymnals and in both these lines a good turnover is enjoyed.

"It's easy to do business on a rising market, but on a falling one, beware," stated Mr. Edgar in closing. "This is the time to buy cannily and to wait until rock bottom is reached. For the successful dealer must sell at market prices. He must work on replacement values. If he does this all along the line, he will find that business will adjust itself pretty rapidly."

For the information of those who do not know it, it might not be amiss to say here that R. J. Edgar has not always been the enthusiastic gardener that he is to-day.

This latter hobby might be termed an offshoot of the Great War, for in the days before 1914 the Owen Sound bookseller was a bowler of note, having helped carry off several trophies, among them "The Tecumseh" of London, Ont. Since the outbreak of war, though, he has done no bowling, contenting himself with gardening, which he considered more useful and more patriotic in the days of conflict.

These two views of the Edgar window and interior emphasize tempting arrangement and timeliness of display. In the foreground, with her father, is Miss Marjorie Edgar.





Scientific and Scholastic Books are Heavily Stocked By Dealer in Western City

Russell Lang Company, of Winnipeg, Man., Has Been Successful in its Efforts to "Land" the Student Trade—Dealer Going in For This Line Must First Establish a Reputation

THAT it pays, under certain conditions, to carry heavy stocks of scientific and scholastic books is the opinion of Russell Lang, of the Russell Lang Company, booksellers, of Winnipeg, Man. Mr. Lang went after the student trade some years ago, and so successful was his campaign that to-day he is fairly sure of the student patronage. He has endeavored to build up a reputation as a dealer in educational works, and here again success has crowned his efforts.

Usually at the opening of the university term, Mr. Lang does a rushing business in school book lines. To these he pays particular attention for a while, and then he falls back on the "best sellers" and the "old reliables."

Watches The Public Trend

Nor does Mr. Lang pick these out in a haphazard way. He watches the barometer of public taste with the utmost care and then loses no time in stocking up with the publications that promise to be popular.

For instance, he has been carrying among his non-fiction stock good supplies of "The Life of David Lloyd George," by Spender; "Now It Can Be Told," by Philip Gibbs; "Outline of History," by H. G. Wells; Margot Asquith's Autobiography, and "Mirrors of Downing Street," by the Man with the Duster, while prominent among his stocks of novels have been "Davison Grant," by Stead; "Every Man for Himself," by Moorehouse; "The Valley of Silent Men," by Curwood; "No Defence," by Gilbert Parker, and the "Poor Wise Man," by Mary Roberts Rinehart.

This dealer has also been very successful with Kipling's "Collected Verse" and Christopher Morley's "Parnassus on Wheels" and "Shandygat," some of the J. M. Barrie and George Bernard Shaw books having been in strong demand, too, by westerners.

According to Mr. Lang, it is not always safe to play a best seller too long.

How Public Tastes Change

"It is interesting," he says, "to note how public tastes change with the seasons. Books of action and 'warmth' can jump off the shelves by bunches during the winter, and the same books, though of high literary merit, will stand in the shop all summer. Our late spring 'styles,' as it were, have to conform to the outdoor longings of the people, but I cannot yet say what the summer's best sellers are likely to be.

"On the whole, trade prospects are good for us all unless we gamble on new ventures. Sometimes, however, it is a good idea to take a plunge and start something. For instance, it is doubtful where J. Scott Fitzgerald's 'This Side of Paradise' would have ranked with the best sellers if it had had any real competition. When the book first came out there was not a single big seller on the market. I liked the book and pushed it hard just to liven business a bit, and it has had a tremendous run and still holds a high place."

Catalogue Brings Businesss

"Our annual catalogue is without a doubt the biggest business getter we have," he said. "When people who care for books, and there are few who do not, look through the catalogue, they keep finding the names of books they would like to own, and in the majority of cases our annual catalogue distribution is followed by a flood of unpremeditated purchases. If people did not see the titles of books and authors they probably would never think of them. The catalogue stirs their interest and arouses their curiosity, thus bringing not only orders, but visitors, who later become buyers.

"The catalogue is also a concise way of advertising one's complete stock. Recently I received an order for a complete set of expensive boks from a man who was on the point of sending to the States for them. Our catalogue arrived as he was making out the order, and when he found we carried the books he sent us his whole order.

"Ad." On Editorial Page

"Display advertising for the general public, on the other hand, is profitable only during special sales and at Christmas when people are more interested in buying a book than in securing a particular volume.

"We do run a regular small ad. in one of the papers for book lovers and the more serious minded people who are really looking for books. The rates are much higher on the editorial page than on any other part of the paper, but we gain by it in the end, for our ad. would be buried among heavier display and would not be read by the people really anxious to buy books."

Likes To "Play Safe"

"There is no place that safety first pays better than in the book trade," went on Mr. Lang, adding: "A dealer cannot always gauge the success of a book, and I find it wiser to carry light stocks of very new books, or books that waver between popularity and oblivion, than to be overstocked with 'white elephants.' It is always easy to re-order."

A STUDY OF DEMOCRACY

The long expected volumes by Lord Bryce are now promised for publication at once. "Modern Democracies" (Macmillan Company) has been heralded as the most important work on government of this decade. Lord Bryce has had it in mind for some years, and just before the war he visited the most important countries run by democratic institutions in the world, the United States, Australia, etc. He concluded his travels in July, 1914, and this book presents a general view of both earlier and later types of democracy.

BREAKS INTO THE HEAD LINES

Competent newspaper men say that Robert Lansing's "The Peace Negotiations" (Houghton Mifflin Company) has set a new record in the history of American publishing for the amount of space it has been given by the press all over the country. Papers of every kind, Democratic and Republican, radical and conservative, metropolitan and village, featured the news of its publication in front pages, and, with few exceptions, united in paying tribute to Mr. Lansing's candor and honesty, and to the overwhelming importance of his view on the treaty.

Salvation of Retailer Lies in Maintaining Volume as Operating Costs are Still High; Business Still Speculates on Price Levels

Authorities Differ as to Amount of Liquidation Which Will Yet be Necessary to Reach "Bottom"—Claim is Made That Retailers Are Doing Best to Reduce Prices—With Heavy "Overhead" It is in Merchant's Interests to Keep Goods Moving

IN view of the fact that uncertainty as to the probable future trend of prices is generally admitted to be the principal stumbling block in the way of resumption of normal business conditions, it is perfectly natural that a considerable amount of speculation should be in evidence at present. Out of the mass of conflicting forecasts and opinions three different viewpoints may be distinguished.

What may perhaps be called the optimistic view is that prices will never go back to the 1914 level but when stabilization is accomplished the level will be closer to the recent peak than to the 1914 level. If this assumption is well founded it is probable that the present price adjustment process has not much further to go and in some lines already has gone below what will be its permanent level.

World-wide Problem Now

A middle view is that taken by those who base their predictions on experiences during and after the American Civil War. It is pointed out that during the Civil War prices compared to those of 1860 rose to a higher level than did prices during the World War as compared with 1913. After the Civil War there was a sharp drop in prices comparable in severity to the recent drop, but this continued for less than six months and after that prices declined more gradually with frequent minor rallies. It took approximately fourteen years for prices to reach the old 1860 level.

Is Retailer to Blame?

It is pointed out that conditions after the Civil War were much more favorable to a rapid fall in prices than they are now. Then commodity prices in the U. S.A. had risen to a much higher level than those prevailing in other countries. Now the situation is reversed. Moreover after the Civil War there was only one country and that a very prosperous one in which deflation had to take place. Now the problem is world-wide.

In recent weeks there has been a tendency to put the blame upon the retailer for not reducing prices and taking losses, the argument being that this would lead to a more rapid movement of merchandise and better conditions with the manufacturing industries. The case for the retailer has not received much consideration. However, the Bache Review prints an interesting letter from one of the large department stores in New England, which sets forth the position in which many retailers no doubt find themselves. This letter says in part:

Merchandise Marked "Close"

"When so much is being written and said against the retailer, would it not be fair to make an impartial examination of his case by way of a change, in a spirit of fair play and a square deal?

"Those of you who criticize us now seem to forget that it was the retailer who first cut prices almost six months ago, when the manufacturers failed to recognize the change in the temper of the buying public, which the retailer was quick to sense through his close contact over the counter.

"At that time the wholesaler and manufacturer was the first to criticize the retailer for reducing prices, telling him he would be unable to replace his stocks except at still higher prices! Had the retailer heeded this advice it would have prolonged the period of high prices, as none of us have heard of a wholesaler reducing his prices when the demand was still strong. Is this consistent with the great chorus of 'profiteer' which the wholesaler is lustily shouting to-day?

"In spite of your undoubtedly well-meaning statements to the contrary, I assert without fear of successful contradiction that the retailers as a class have not been guilty of profiteering during the war, nor are they at this time. We are all marking our merchandise closer to-day than for many years; we have been reducing stocks, and buying only from hand to mouth, and in so doing are able to follow the market down, giving our customers the benefit of the new low prices.

"I have been in close touch with a great many retailers in this section and we have freely and frankly exchanged confidential information relative to our business, and I know that as a craft the retailers are doing everything possible to bring prices to the lowest level obtainable, short of self-extermination."



When the Russell Lang Book Company of Winnipeg, Man., 'go in for' a thing they do so in no half-hearted manner as may be seen from the illustration above. Note how the Union Jack was used in the window to carry out the idea of Canada's National Magazine. Note also how the magazine has been displayed in the show cases on either side of the windows.

The Handling of School Supplies

W. M. Van Valkenburg, of Regina, Sask., Realizes That There Is Money to be Made by Getting After the Children's Trade—Demand For This Class of Merchandise is Fairly Steady Throughout the Year—September is of Course the Big Month

THE advantages of having in stock a complete line of school supplies have been seen by W. M. Van Valkenburg, of 1833 Scarth Street, Regina, Sask., and within the past few months this Westerner has stocked up with a number of the lines handled in the modern store. Among the Van Valkenburg school supplies are scribblers, crayons, water colors, inks, note books, pens, pencils, loose leaf note books, stenographers' note books, etc.

In his stationery department this dealer carries crepe papers, playing cards, bridge scores, tally cards, holiday greeting cards, birthday cards, writing pads, papeteries and envelopes of all kinds, fountain pens and pencils.

In some parts of the country there are booksellers and stationers who do not go in for school supplies to any great extent. Judging from remarks dropped by dealers who do cater to the children, this would appear to be a mistake. For there is a more or less steady demand for this line of merchandise all the year around. The last week in August and the first half of September, though, are the real big seasons. This is when the dealer is kept continuously "on the jump."

Contests Appeal to Kiddies

In talking over this question with the editor of Bookseller and Stationer, R. J. Edgar, of Owen Sound, Ont., stated that his school book business was one of his best revenue producers, his juvenile custom making September one of the two best months of the year.

R. G. Geen, of Belleville, Ont., is another who makes the most of the school trade, devoting the entire rear part of his store to school supplies every August and September.

Now then is the time when the dealer should plan for the business that is sure to come with the opening of the schools. It is better to lay his plans and get in his stock now, rather than put it off for a month or two. There is nothing like getting in early.

In order to secure the attention of the little ones contests are always in order. One dealer recently had the cardwriter make a simple drawing of a red schoolhouse in red and black ink. It was put on a card 14 by 22 inches and set in a window of school supplies. A prize of a dollar was offered for each of the best three copies of the picture made by school children. The store furnished the sheets of sketch paper required, and for a week the window was crowded by children who came to get a look at the picture they were to copy.



W. M. VAN VALKENBURG, a Regina, Sask., man, who has just added school supplies to his stock. Nearly everything required in the schoolroom is now to be found in the Van Valkenburg store on Scarth Street.

Calendars for Teachers

There are seven district schools in the trading territory of another dealer. He gets a good deal more than his share of the business of them. From the county superintendent he obtains the names of the teachers of these schools and mails to them calendars such as they are glad to hang in their schoolrooms. They are, as a rule, of patriotic subjects and bear his advertisement.

With the calendars he sends a letter telling the teacher that he strongly desires to help her in getting anything the pupils may need in their school work. He invites her communication in case there is anything special that is wanted. His calendars get into the schoolrooms and serve as reminders of his store. He sees pupils come in from these district schools every week because they feel that they know him. And he has sent out orders by mail to some of the more distant schools in the country.

Helps Sell Sporting Goods

Sporting goods is one line that is bought by these schools in good-size orders. To each teacher the store sends one of the manufacturer's catalogues furnished for that purpose, with a slip bearing the dealer's own advertisement. That gets him orders for outfits that are worth while.

Put your school stationery, if possible, on a table low enough for the children to see what you have. Keep a limited variety of stock there where the children can pick out what they want without assistance. They will soon learn that they can select a writing tablet or a pencil themselves and hand you the money when you are busy with other customers. Put plain prices on each item, and encourage the self-serving idea. If some of the stock thus becomes dog's-eared, sell it at a bargain price and get rid of it.

Window Displays An Aid

If you are right on the street where most of the pupils pass your store going to and from school, make up frequent and attractive window displays of school goods. Feature the line, even a little out of proportion to its actual net profit value to you. You are looking farther ahead with these goods than merely to their individual return. You are looking for the results of getting the school buyers into the habit of patronizing your store.

MIGHTY INTERESTING AND PROFITABLE, TOO

"We found the March number of 'Bookseller and Stationer' mighty interesting and profitable," says A. J. Grigg, of the Grigg Company, of Orangeville, Ont., adding: "It should do much toward making a year-around greeting card department in every book store."

Change of Location Doubles Sales

J. Eugene Serre, Ottawa, Ont., Notes Hundred Per Cent. Increase in Two Months—Finds it Pays to Get Into the Current of Trade —Not Afraid Now of the High Rent

ONE Ottawa bookseller and stationer is patting himself upon the back because he acted upon the impulse to "get into the current of trade." He is J. Eugene Serre, of the Rideau street firm of Serre and Grenier, who recently moved from one location on Rideau street to another on the same street which is directly opposite a street car transfer point.

"We have been here only two months, but in that time our sales have increased one hundred per cent.," remarked Mr. Serre.

Three Dollars for One

In discussing the matter with the Ottawa representative of "Bookseller and Stationer," Mr. Serre told how he had been tempted on previous occasions to rent the very same location, but had hesitated because he was afraid of the high rent.

In the former store on Rideau street, which was about three blocks further away from the centre of the city than the present location, he paid $1,800 a year. The rental of the new store is $3,000 a year, but Mr. Serre is satisfied that the increased sales will not only pay the difference in the rent, but will pay it several times over. He is confident that in a very short time he will take in $3 for every $1 taken in at the other store.

Mr. Serre gave a number of illustrations to indicate the value of being "in the current of trade," as he aptly put it. One was to the effect that a short time ago a gentleman from the West, who was staying at the Chateau Laurier (which is Ottawa's best hotel and which is only a short distance from the Serre and Grenier store), happened to be strolling down the street, when he noticed some ornamental candles in the window. He entered and bought $92 worth.

"The chances are ten to one that that man would never have gone as far as the other store, and we might have been three months trying to sell the same amount of candles," said Mr. Serre.

Shortly after getting moved into the new quarters, Serre and Grenier made a special window display of rosary beads. On the very day that the beads were placed in the window three dozen of them were disposed of.

"It would have taken a month to sell that many in the other place," stated Mr. Serre.

Opposite a Transfer Point

In his opinion, the whole secret of the phenomenal success he has enjoyed during the last two months lies in his being opposite a transfer point. At all times of the day, and particularly at the noon hour, there are dozens of people waiting right in front of the store for their respective cars to come along.

"We have two good windows and we make mighty good use of them. Nine out of every ten people who wait at this point for their cars turn to look into our windows. At the old location very few people stopped to look in; they cast only passing glances," said Mr. Serre.

Contests Help to Draw Attention of the Little Folk; Here's One That Helped to Shove Up September Sales



TALKING about contests to catch the eye of the kiddie the editor of "Bookseller and Stationer" recalls distinctly a "humdinger" that was staged some years ago by Highet's Book Store in the county town of Grey. Kiddies came from miles around to take part and the sales jumped tremendously. The idea was to send to every school child a card the size of an ordinary government postal. On one side was written: "How small can you write?" and underneath were the instructions somewhat as follows:

"We wish to learn which boy or girl in (name of town here) can write the smallest. A man engraved the Lord's Prayer on a dime. Here is a chance for our boys and girls to try their skill in this direction. Turn over this card and with pen and ink write this line as finely as you can in any arrangement you wish—just as many times as you can:

Highet's For School Supplies

"Bring your card in any time before September 29. We wish to have it to show in the window on October 2. And we will count the number of times each child has written the line, and award a prize to the one writing it the greatest number of times. (You may have a new card if you spoil this one.)"

There were two lines at the bottom of the card for the contestant's name and the number of times the line was written.

In one corner the contestants were advised to bring the cards to the store before September 29.

The cards soon began to come in. As they did they were checked and the records the children made entered in a book. It was found that the children were fair in that respect, so their own figures were taken. On September 2, the opening of the week before school opened, a background of the cards was used in the window. As the total number of lines could not be seen, due to the fact that the backs of the cards were toward the interior of the store, there was a great deal of speculation as to the probable winner.



A card in the centre of the group of contest cards read:

.... CONTESTANTS IN CARD - WRITING CONTEST ....

Which one do you think will win the prize? We will award a second prize to the neatest card. Watch this window next Saturday afternoon for the name of the winner.

Then when the day of the announcement arrived the name of the winner and her card were shown on a separate show card; also the card of the child who won through neatness. There was a crowd of eager youngsters at the store all that day. The first prize was a fountain pen and the second a set of water colors.

Conflicting Views on Copyright Legislation; President D. A. Rose Takes Issue With Author

Arthur Stringer Shows How Act Handicaps Authors—Says Rights Are Disregarded—Claims Bill Makes "Outlaw" Nation

PRIVATEERING on the high seas of international literature is permitted by the proposed Canadian Copyright Act, while the rights of Canadian authors are disregarded and the rights of authors of other countries unfairly menaced, in the opinion of Arthur Stringer, of Chatham, Canadian poet and author. Mr. Stringer took a prominent part in the formation of the new League of Canadian Authors, and, as a member of the committee, has been investigating copyright matters. His criticism of the act before Parliament at Ottawa is trenchant and entitled to the attention of legislators. At the request of the Globe, Mr. Stringer gave an interview on the Ottawa bill, as follows:

"You ask my opinion on Bill No. 12, the impending Copyright Act. I can only say, in reply, that it seems an odd misnomer to call any such legislation a Copyright Act. For I had always been taught that 'copyright,' as traditionally interpreted, has to do with the definition and protection of 'the right of the author.' But in this act 'le droit d'auteur,' to use the phrase of the Berne Convention, is considered only as the sacrificial lamb duly prepared for the altar of trade union advantage.

Native Writers Penalized

"While this disregard of the Canadian author is one of the primary defects of Bill No. 12, it is not the only defect. For this bill contains threats and proposals which, if carried out, will bring chaos to fields much broader than those of the fine arts. It is obviously retaliatory. It is mongrelized by an adroit effort to extend tariff protection to the native printer by imposing manufacturing conditions on the gift of official license. It contravenes the letter and the spirit of the Revised Berne Convention. It introduces features flagrantly out of accordance with international comity. And, among a number of other things, it offhandedly destroys the reciprocal conditions on which the Canadian author's rights in the United States rest, for the time being and thus automatically cancels there our native writer's protection, now governed, of course, by the convention between Great Britain and the Republic to the south of us as declared in the Presidential proclamation of 1910.

"But it does a good deal more than this. It introduces a so-called licensing system which at once converts Canada into an 'outlaw' nation, permitting along our enlightened frontiers a practical reversion to profiteering on the high seas of international literature.

Effect of "Running Wild"

"Just how this 'running wild' will jibe with our League of Nations aspirations it is not for me here to say. But I do nurse a suspicion as to how it will jibe, or fail to jibe, with the interests of the humble Canadian author humbly aspiring for some professional standing. For an nominal Governmental fee, it permits that Canadian printer whose eagle eye first spots a serial published outside of Canada to reprint that serial in his own country and to remain for 50 years the proprietor of its publication. It's his, if he sees fit, the same as the lady went to the brave with the quickest club in the good old marriage-by-capture days.

"Then with regard to a Canadian's book first published outside the Dominion, this act permits the licensee to print, in a cheap and as garbled an edition as he chooses, a home edition of the same unfortunate work. This home reprint may be listed as low as 25 cents a copy, no matter what its original price and its original format may have been. The author's will or consent is not considered. He is given two and one-half cents per copy, if issued at the Government's minimum figure, and the publisher is again permitted to retain copyright for 50 long years. The author, of course, may wish a revised edition, with added data,

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Want Equal Rights

The Minister of Justice regards the present Copyright Act simply as a means of allowing Canada to adhere to the revised Convention of Berne, along with those nations which recognize property in literary productions. The ideal of those who seek to have adherence by Canada to this convention is that property may be recognized in literary productions all the world over.

The United States requires a book or article to be printed in the United States in order to secure a copyright.

For this reason some authors were willing to see a similar retaliatory clause put into the Canadian law until the United States was willing to have reciprocity in the matter. However, the law has no such retaliatory provision, but it has a provision which may work to the advantage of a few publishers who want to pirate foreign works, but which would be greatly to the disadvantage of Canadian authors.

There are clauses inserted which provide that whenever a book or article has been published in some foreign country, including the British Empire, a Canadian publisher may secure a copyright and publish by paying remuneration to the author at whatever rate the Government fixes.

This would enable such a publisher to get works by world-renowned authors at a nominal sum, and might lead him to turn down native authors whom he would have to pay as much or more.

Authors ask that the law be fair all around so that Canadians may have the same privileges abroad that foreigners or other Britishers have here.

Dan A. Rose Hands Out Reply —Suggestion of Piracy is Followed Up—Speaks of "One Along American Lines"

"I HAVE read Mr. Arthur Stringer's interview in the Globe regarding the proposed Canadian Copyright Act," said Dan A. Rose, President of the Canadian Copyright Association, in a statement to the Press, "and I can excuse Mr. Stringer's extravagant language because I notice he frankly admits that he has been investigating copyright matters for only the past week."

Mr. Rose maintains that Mr. Stringer's preference on the one hand for the American copyright law and on the other for adherence to the principles of the Berne Convention were inconsistent. He recalled that Mr. Boyd Winchester, American Consul at Berne, advised the Secretary of State that the failure of the United States to join the union would have the effect of depriving the convention of its chief value. The United States did not join and is to-day reaping the benefits of the Berne Convention. The bill now before Parliament does not deprive Canadians of membership in the Berne Convention.

"Mr. Stringer," Mr. Rose goes on, "criticizes the clauses respecting serial rights. But on this subject it might be recalled that the Press of this country have been complaining that Canada is flooded with American magazines and Canadian magazines are unable to compete with them.

Strangle Grip on Hearst

"If Mr. Stringer would publish the contract which is handed out to the author who attempts to sell his serial rights to William Randolph Hearst, the anti-British publisher of the United States, it would show that that contract stipulates that the author is prohibited from selling his serial rights to any Canadian publication. The adoption of this serial clause will rather hamper Mr. Hearst, and may relieve Mr. Stringer of the strangle grip of Mr. Hearst, and may enable him to deal with some publications in his native country.

"Mr. Stringer also states that the Canadian bill deprives the author of the control of his work. The bill actually provides that the author may apply either for a copyright to print or import. If he applies for an import copyright any Canadian publisher may ask for a license to print it in this country. This application is submitted to the author, and he has the right to reject the offer and have the book printed in Canada himself. If he wants the book printed in Canada the plates are admitted free of duty from either the United States or Great Britain, which will save the expense of typesetting.

Protection Against Garbling

"With regard to the fear that work might be garbled," Mr. Rose states, "on behalf of the Canadian Copyright Association I will agree to the bill being amended to protect the author in this respect.

"Note also," says Mr. Rose," "failure to comply with the terms of the British law permits piracy within the British Empire. Failure to comply with the United States law permits piracy within the United States. Under the Canadian law the author is assured of 10 per cent. royalty. Under which of these three acts does piracy occur?

"The bill is objectionable to the United States," added Mr. Rose, "because it will

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Heavier Demand Than Usual Noticed in Ottawa for Novelties, Stationery, Cards and Books

Business in Gifts Well Worth Watching

OTTAWA booksellers and stationers are unanimous in stating that the Easter trade this year was considerably better than last year. The demand during Easter week for post cards and booklets exceeded all expectations, while the call for napkins, table ornaments and books for presents was satisfactory.

One of the leading dealers who had laid in a fairly big stock of all lines of Easter goods was cleaned out two days before the end of the week and was obliged to go down into the cellar for old stock—stuff which had been there for several years.

The kiddies were "on the job'" in bigger force than ever, with the result that rabbits, chicks, Easter eggs, fancy boxes of candy and many other of the Easter novelties which appeal to the children were disposed of like hot cakes.

Mr. Thorburn's Experience

Charles H. Thorburn, of Thorburn and Abbott, Sparks street, said he was well pleased with the trade.

"We had a bigger stock on hand than last year, and everything went. In fact, we were obliged to call on old stock, and now that is practically all gone," he said. "The demand for Easter cards was exceptionally brisk. Our store was crowded with people the three days previous to Easter Sunday and we were taxed to capacity to wait on them. Our experience was that there was an especially brisk demand for various table novelties, writing paper, cards and books for presents. We sold quite a lot of the latest novels by popular authors."

Mr. Serre Well Pleased.

J. Eugene Serre, of Serre and Grenier, who have quite recently moved into new quarters at the corner of Rideau and Nicholas streets, was enthusiastic over the trade.

"Oh, yes, indeed, we have done well this Easter," he said. "On account of moving, we did not stock up with Easter cards, but we could have sold a big supply of them. The demand was much better than we have seen it for some time. We sold a lot of novelties and had a good demand for books, particularly the latest books on fiction."

Mr. Lafontaine Satisfied

The demand at M. R. Lafontaine's store on Rideau street was mostly for post cards and booklets.

"We have nothing to complain about," said Mr. Lafontaine. "We specialized on cards and booklets and we had a most satisfactory call for them. We had a few novelties and sold them all. The only thing for which I did not have much of a demand was napkins. The sale of books during Easter week was heavier than usual."

Other dealers spoke along the same line, and the impression gathered by the local representative of "Bookseller and Stationer" was that the heavy demand came as a surprise.

Up to the Easter season, business among the local dealers had been only fair, and no person was looking forward to big sales.

DAN. A. ROSE ON COPYRIGHT QUESTION

(Continued from page 28)

damage the printing trade. Mr. Eric Schuler, Secretary of the Author's League of America, stated to the governors of the International Typographical Union, speaking against the Canadian bill, that 'a movement is in progress to require the manufacture of American books in England as a condition of copyright. That the same is true of Canada is a matter of record.' Three large American publishing firms have in the course of the past year done a Canadian business amounting to $250,000.

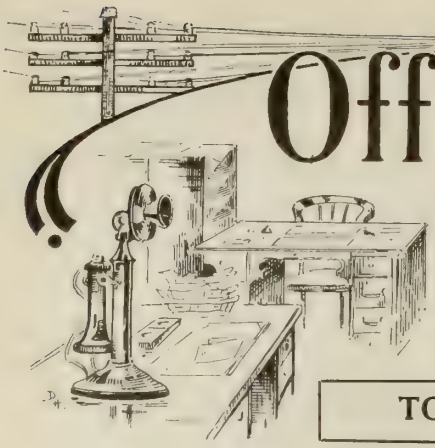
Says Authors Support Clause

"On the other hand, the Authors and Composers' Association of Canada, who formerly opposed the manufacturing clause, are now supporting it. I can assure Mr. Stringer that if he finds objection to the bill the Canadian Copyright Association will join him in requesting the Government to withdraw the bill and replace it with one along the lines of the American law. Hall Caine, when he visited Canada, thrashed the whole matter out, and agreed to the principles that have been embraced in the Government bill."

Norwich, Ont.—N. C. MacWhirter uses liberal newspaper space to advertise his wallpaper department, which is a live department of this store.



This is a gift-suggesting window which attracted considerable attention—and likely not a little trade—to the Serre-Grenier store, Ottawa, Ont. One window, it may be noted, was given over to display of high-class papeterie, while the other was filled with suitable gifts for young men on the eve of leaving college to enter the church.



Office Equipment and Business Systems

TORONTO MAN AIMS AT SPECIALIZATION

DO you need office supplies? This is the question that has been put to the public during the past month by H. J. Warner, manager of the De Luxe Shop, 78 Queen street west, Toronto, Ont.

Mr. Warner, who has been for nine years in business at 443 Dovercourt road, and 342 College street, has opened a new store almost in the heart of the business section and, while he will carry nearly everything found in the most up-to-date book and stationery stores, it is his ambition to specialize in office supplies.

Situated as he is in the centre of a business district with one of his doors opening into the Manning Arcade, a large office building, Mr. Warner feels that office supplies should in time become one of his best lines.

Office Supplies Always Needed

"It is just a question of pushing the line," said Mr. Warner to the editor of "Bookseller and Stationer," adding: "My side door leads into the Arcade, and it is astonishing the business we draw from there. No matter how heavily a business man may stock up, he is always running out of something. No matter how close a check he keeps on his supplies, he is continuously running out of paper, ink, blotters, pencils, clips, pins, carbon paper and such things. My idea is to be on hand when he is 'short.' For office supplies make a good paying line. Once get a man coming to you for what he needs in his office and he will keep on coming."

Fiction of all kinds, sporting goods, magazines, novels, greeting cards, tobaccos, etc., are all handled in the De Luxe Shop for, as Mr. Warner says, "it is good business not to be dependent upon just one or two lines."

Mr. Warner has been in his present stand for just three weeks, but in that time he has learned a few things about doing business on a street where people are passing all the time.

"Leave the door open as much as you can," he observed to the writer. "It makes it easier for people to come in. Also, if they start in and change their minds, they don't like to back out. They'll go through with it."

Mr. Warner has found, too, that the picture postal, while it may not be as popular as was once the case, is not by any means a back number. Consequently, he has devoted an entire partition at the rear to this line of merchandise. His greeting cards he keeps in a neatly bound book as he has learned that the losses through handling, etc., are not nearly as easy as when the cards are in a tray.

On a table facing into the hall of the Manning Arcade Mr. Warner keeps an attractive display of nut bars and small confections, and frequent raids are made on this table during the day by the girls from the offices in the Arcade. Two silent salesmen filled with cigars, cigarettes and tobaccos are strategically placed at the front of the store and in close proximity to them is the stationery department, in which pads hold a conspicuous place.

"Treat people right and they'll come back to you. Especially is this the case with stationery and office supplies," stated Mr. Warner, going on to explain that the buyers of these lines are in a sense discriminating and know the difference between good and indifferent service.

Striking Display in Belleville

Just a few weeks ago the editor of "Bookseller and Stationer" noticed while in Belleville, Ont., that one of R. G. Green's windows was taken up with a striking display of stationery and office supplies. There were ledgers of all kinds, bill-folds, announcement cards, wrist straps for watches and a number of odds and ends. But the office supplies were the conspicuous feature.

Of course, there are items in the office equipment line which could not very well be handled in the small store, like Mr. Warner's, but the list of articles which could easily be stocked might include calendar pads, daily calendars, pocket diaries, office diaries, scribbling diaries, daily journals, ledgers and journals, cash books, record books, counter books, box files, clip files, binding cases, letter baskets of wire, waste paper baskets, cash boxes, paper clips, note books, pencil sharpeners, ink stands, sponges and sponge cups, paste, mucilage and mucilage pots, inks, pencils, pens, and such things.

Fountain Pens, Ink Stands

Judd, Fraser & Cochrane, with stores in both St. Thomas, Ont., and Port Stanley, Ont., make no secret of the fact that they carry a full line of office supplies. In an advertisement the writer has in mind this firm featured fountain pens and glass ink stands which they had just added to their stock. At regular intervals, Judd, Fraser & Cochrane "play up" some article or group of articles from among their supplies of office equipment.

In this connection, too, it might be noted that there are a number of printed forms which some booksellers, particularly those in small places, keep in stock. For example, certain legal blanks and forms which lawyers require constantly in their business. These comprise leases, deeds, bills of sale, mortgages, promissory notes, wills and agreements of various kinds.

In the northern section of Alberta, for instance, there is said to be quite a bit of bickering and trading in oil lands going on just now. This always happens where there is a boom of any kind. At such a time special legal forms are in brisk demand.

The great feature in the handling of such things by the small town or rural dealer is to have them correct; they must conform to the laws of the land. Certainly the handling of such documents would help along, too, the sales of legal stationery, including legal cap paper, seals, filing jackets, wire desk baskets, paper weights, ink wells and other desk accessories. Such an assortment would give any dealer a stationery department that would be well worth while.

Certainly an assortment as complete as the one indicated above would give any store a sort of prestige in the community. A reputation for reliability would soon be set up and the store itself would in a short time become a regular rendezvous for the legal fraternity.

Few Complaints of Poor Business

Booksellers and Stationers, as a General Rule, Are Finding Conditions Fairly Satisfactory—Collections Poorer in Some Places And Cash Sales Down in Others—Some Increases Go As High As Fifteen Per Cent.

"BUSINESS continues good with us but whether it has been the open winter or general conditions it is hard to say," reports C. L. Nelles, of Guelph, Ont., president of the Booksellers' and Stationers' Association of Canada, adding: "The wall paper department is the big item at this time of year but it takes the half year—January to June—to properly figure on any increase in this line."

From all parts of the country the most encouraging reports on business conditions are being received. Every bookseller seems to be enjoying just as good business as last year. In many cases considerable increases are noted. Of course, there are some who report that business has fallen off somewhat but the declines are comparatively slight and there is no feeling whatever of uneasiness.

The Granville Stationery Company, of Vancouver, B.C., have noticed an increase of about five per cent. in their business.

An increase of fourteen per cent. was noted earlier in the year by the Consolidated Stationery and Fancy Goods Company, of Winnipeg, Man., immediate business being reported as practically the same as last year.

Business is just about the same as last year with the Canada Drug and Book Company, of Regina, Sask., with the difference that a little harder work is necessary this year.

E. Casselman, of Emerson, Man., reports a falling-off of about forty per cent. and L. C. Wilson, of Calgary, Alta., has found that cash sales are about twenty-five per cent. less than they were a year ago.

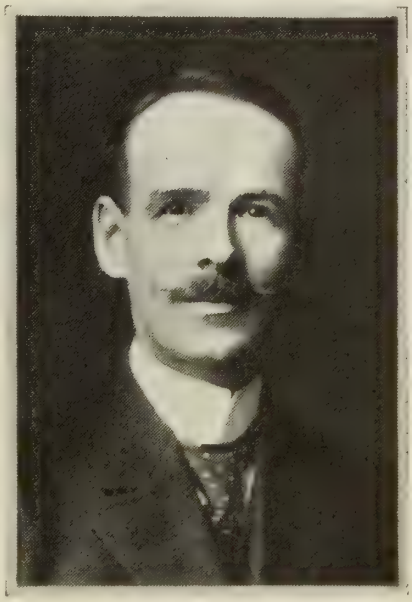
C. W. Hall, of Fredericton, N.B., has found very little difference and C. M. Hart, of Antigonish, N.S., has had the same experience.

In Morden, Man., everything is "just about the same," says W. Collins, and in Victoria, B.C., according to T. N. Hibben Company, there has been a slight improvement.

Charles E. Reid and Company, 6307 Fraser Street, Vancouver, B.C., reports conditions about the same and away down in Port Morien, N.S., A. R. Salton finds conditions unchanged, in spite of the uncertainty of the industrial outlook in that section of the country.

"Collections have been poorer than last year and there has been less business offering but we believe business is improving," says R. H. Davis and Company, of Yarmouth, N.S.

"The volume of our business is not quite as good as in 1920 but very much better than that of 1919," reports Millar and Coe, Ltd., 419 Hastings Street West, Vancouver, B.C.



C. L. NELLES

First President of The Canadian Booksellers' and Stationers' Association of Canada. He carries on business in Guelph, Ontario. The account of the organization meeting and Mr. Nelles' election appeared in the last issue of Bookseller and Stationer.

T. C. Allen and Company, of Halifax, N.S., say business is just as good as ever and in Pictou, N.S., James MacLean and Sons have noted a considerable increase.

As Trail, B.C., is almost entirely dependent on the smelter, which reduced its force very considerably but only temporarily, Hunt Brothers and Kennedy report a decrease of about ten per cent.

The Irwin Printing Company found business fairly dull up to near the end of March but there was a sudden sweep forward at that time and there is now a good chance of breaking even with former years.

A consistent increase of something over one per cent. has been marked up every month so far by the Twentieth Century Book Store, of Lethbridge, Alta. Last year, it is worth noting, the booksellers of that city had a full day on Wednesdays until May 1 but this year the half-day holiday is an all the year round affair.

"Small increase over 1920," is the report that comes from the Regina Book Store, Regina, Sask., and "sales to date ten per cent. advance of 1920" is the report from C. W. Playfair, president of the Western News Agency, 335 Portage Avenue, Winnipeg, Man.

A drop of about twenty-five per cent. has been noted by Dicks and Company, of St. John's, Newfoundland, cash sales being about twenty per cent. less and E. F. Coulson, manager of the book department of the Grain Growers' Guide, is another who has sustained a slight setback. There has not been the demand for agricultural books by mail that there was last year.

In spite of a backward, stormy March, Linton Brothers, of Calgary, Alta., have been experiencing a steady increase and the same may be said of Valentine and Sons Company, Winnipeg, Man.; Edgar J. Vickery, Ltd., of Yarmouth, N.S., who report an increase of about ten per cent.; and the Faulkner Book Store, Halifax, N.S., which has marked up a steady advance of from twelve to fifteen per cent.

The Gaetz-Cornett Drug and Book Company, of Red Deer, Alta., has been enjoying better business so far this year and G. H. Lightfoot, of Stratford, Ont., finds himself about twenty per cent. to the good.

"Well ahead of last year but Easter coming earlier might account for some of it," is the way E. G. Nelson and Company, of St. John, N.B., state their case.

E. B. Cragg, of Bridgewater, N.S., has enjoyed an increase of about twenty per cent. but declines have been noted by H. H. Agnew and Company, of Swan River, C. L. Bent, of Paster Rock, N.B., and E. J. Baltney, 940 Granville Street, Vancouver, B.C.

Peterboro Dealers Have No Complaint To Make This Year

In the April issue of "Bookseller and Stationer" it was stated in giving a survey of the business outlook that Trebilcock Brothers of "The Peterboro' Bookstore," Peterboro', Ont., had found business fifteen per cent. better in 1920 than in 1921. This was not what was meant as the Messrs. Trebilcock noticed an increase of 15 per cent. in February over the same period a year ago. What is more, the business done in March was 17 1-2 per cent. ahead of that chalked up for March, 1920. At the beginning of April, too, things looked good for another splendid month.

Garden Tools as Magnet for Books

McAinsh and Company of College Street, Toronto, Ont., Borrowed a Couple of Rakes and Hoes and a Sickle or Two From Hardware Store and Put Them to Fore in Window Showing Books on Gardening, Birds, Insects and Out O' Door Life

GARDENING tools in a bookseller's window seem perhaps a trifle out of place. And this is the view taken by the trade in general, as there seems to be no desire on the part of any dealer to infringe on the rights of the hardware merchant.

But in one of the windows of the McAinsh Book Store on College street, Toronto, there appeared during the month a couple of hoes and rakes and a sickle or two. These things were not for sale, however, as a neat little card in one corner made it plain that the implements had been borrowed from a hardware merchant on the street.

For the "Garden Fusser"

Why, then, were the implements on display? Undoubtedly they were there for no other reason than to draw attention to the fact that the books in that window were for the lover of nature, the outdoor enthusiast, and the man who likes to putter around in his own little garden.

"Out o' Doors" was the inscription in capital letters on a big card hung in the background, and another placard made it plain that the display was given over to the "Out o' Door Books'" only.

In one section of the window was a pile of books dealing with bird life, and in another corner the books grouped were all about insects. As a matter of fact, there was nothing in the window but books on plants, birds, insects and animals. The display, to which the gardening implements drew unusual attention from the people who passed, was indeed well calculated to touch the pocket of the man to whom the coming of Spring meant what might be termed "garden fussing."

For the Business Man

Two or three dozen of the most popular novels of the period were attractively arranged in another window, the latter being adorned with but one card. This rested against a pile of fast sellers and read: "Some of the Latest Worth While." The card carried a quiet but a most effective message, and there is no doubt but that many who were checked by it went in to buy.

Still another window was given over to books that might appeal to the business men and those interested in the development of their will power. "Are your business letters effective?" was the query presented by one card, and ranged in neat piles around this card were dozens of books on business accounting, organization and management, etc.

Strategy in Location

The second card in this window read: "Do you know how to influence men?" and in close proximity were books on will power, concentration, training of the memory, public speaking and such things.

Between these two groups was a pile several feet high of Encyclopaedia Britannica. The placing of this pile was nothing if not strategic, as the window dresser took into consideration the fact that those who stopped to look over business books and books aiming at mental development would be the kind most likely to be interested in encyclopaedias.

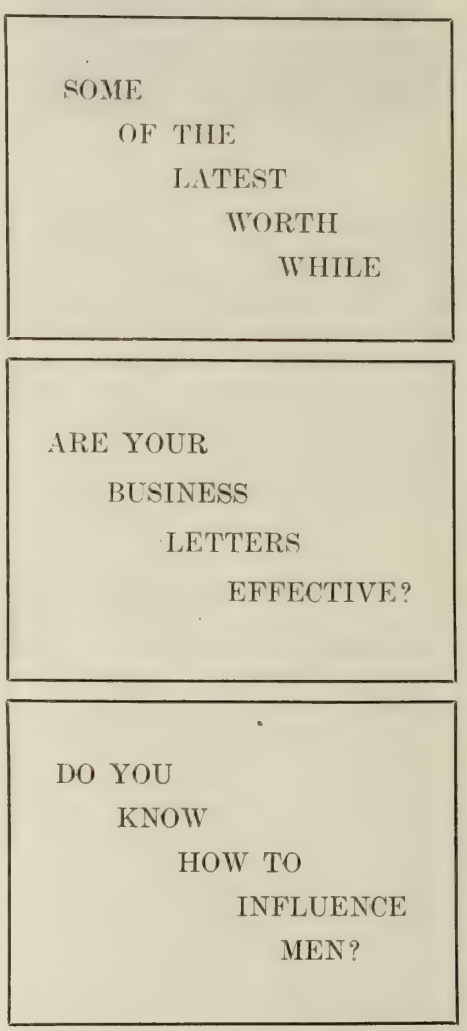
In dressing a window it has been found that specialization in a great deal of sensationalism serves no purpose as far as the general sales possibilities are concerned. The appeal in such a case is too general. It is not directed to a specific class of buyers.

Making of a Good Window

As a prominent window dresser has remarked, "A good window is the result of art and common sense with prominence in favor of common sense. It is the appeal to the common sense of the people who now pass your store that will impel them to enter and become customers."

If sensationalism is to be indulged in, care should be taken to apply it with moderation, and not in such quantities as to obliterate entirely the fine points of the goods displayed—and the existence of the sales counter behind the window. A window that is overdecorated and placarded with all sorts of wordy signs blends into a lithograph—and there are plenty of lithographs hanging around.

Rather, the window dresser should take care to shape the appeal as directly as possible to make the desired appeal to the mind, without beating around the bush. This is the plan followed in the McAinsh store.



Here are three cards used during the month to draw attention to book displays in the windows of the McAinsh Company, corner College and Yonge Streets, Toronto, Ont.

PAGE COMPANY'S 1921 LIST

The Page Company's announcement list of new books scheduled for publication this year is out, and among the good things included are a sequel to "Smiles," by Eliot H. Robinson; "Utah, the Land of Blossoming Valleys," a new volume in the "See America First" series, by George Wharton James; "Famous Leaders of Industry," second series, by Edwin Wildman, and a new novel, the title of which is to be announced later, by Mrs. Larz Anderson.

AROUND THE CAMPFIRE

The Boy Scouts have given hearty endorsement to the outdoor poems of Arthur Chapman, whose second book of Western verse, "Cactus Center," was published by Houghton Mifflin Company this spring. "Out Where the West Begins," Mr. Chapman's first book of poems, has been recommended by "Scouting," the official publication of the Scoutmasters of the Boy Scouts, for campfire readings.

The Newest in Swagger Bags

A Number of the Latest Models Described—Patent Leather Again to the Fore—The "Spider Web"—Retailers Are Calling For Quick Deliveries—New Belts







THE diversities of the new Swagger bag, described last month, are many. Almost over night, new designs spring up, finding expression in new leathers, new corners, or again in new arrangement of compartments within and without. So great has been the demand for this type of bag and so general, that manufacturers are now producing more popular lines, which can be had to retail as low as $3.00, while formerly only the very best trade was being catered to with only the finest class of goods.

Patent Leather Again on Way

One new Swagger bag, with arched strap handle on either side, is absolutely square in shape. The very inside compartment shows a small pocket for bills secreted on one side. The bottom of the inside compartment, for change, is perfectly flat, and the depth and width of the purse provide an exceptionally roomy inside purse. On the outside, shallow pockets provide room for a memoranda pad and car tickets.

Another smart Swagger bag is of real patent leather, embossed with vertical stripes about one-half inch apart. This type is also shown in vachette, or grained patent leather. A strong demand for these lines is anticipated for the coming season.

"Spider Web" Leather

One of the newest leathers being shown is called "spider web," and as its name implies the grain follows the web of the spider, giving a very attractive effect. This leather is being shown in soft tones of grey, brown and blue. A new Swagger bag in this leather has as its outstanding feature in design diagonally cut lower corners, giving the bag an original and unique appearance. This bag has mirror fastened on the flap inside, and inside pockets for tickets and memoranda pad, also a very roomy compartment within for change.

Another line of Swagger bag gaining in popular favor is made of the well-known alligator leather. Many of these bags are being made with outside pockets, without flaps, this pocket offering a place for Milayd's fancy 'kerchief. In a great many cases the "safety" pocket spoken of before is shown, and is supposed to be used for bills.

The cuts of new goods shown here are presented by courtesy of Canadian Leather Goods Company.

"Avenue" Bags that are Unique

The "Avenue" bag is a new adaptation that shows its most distinctive feature when open. When the flap is lifted the next layer of leather is found to be cut down in a square in the centre, ostensibly to show the pleated change purse within, made of a contrasting shade of silk lining. Contrasting shades of linings are used, such as rose with grey leather, and the effect is very pleasing. Here again the new "spider web" leather is shown to advantage.

The steady demand for silk bags has noticeably increased, and without question will do so even more with the advent of warmer weather. New metal tops are forthcoming for this type of bag, mostly shown in oxidized and green-gold finishes. One new top is called the "Roman helmet," the name giving some idea of the shape, although not quite as fitting a name as the manufacturers would like. Unlike the usual flat top, it rounds out on either side so that when the silk is attached the sides of the bag fall almost as curtains, providing greater width within the bag. Other tops are being shown with this same tendency to spread outward at the base, although the top edge follows closely the usual flat top handle. The inside linings in these bags are finished with a heading where the silk joins the frame.

The small pouch bag, with circular oxidized top, containing mirror, is proving a big seller. So far these have only been made up in moire silk.

This season the general cry seems to be "immediate delivery," for from all appearances retailers have allowed their stocks to become low before placing. They are ordering in smaller quantities, but oftener, and demanding rush delivery.

Two New Belts Shown

The ¾-inch belt has been found to be the correct width, and so manufacturers are concentrating on this width to a great extent. The 1-inch width and the ½-inch width of last season have given place to the ¾-inch width, and this has been decided by popular demand.

One white kid belt of a new design shows a blue and gold embossed band on top, in sharp contrast to the white kid edges. Another patent leather number in black shows narrow Paisley edges stitched on either side. These are just two of the latest designs in the narrow belt.

A Silver Bracelet Novelty

A novelty that is proving very popular is called the "Peggy" bracelet. It is a 48-inch chain of small silver beads, and when wound around and around the wrist takes the place of the silver bangles so much worn. This bracelet can also be worn as a necklet, and retails at fifty or seventy-five cents.

School Supplies to Fore in Wingham

The Times Book & Stationery Store, Wingham, Ont., has been letting the kiddies of the town know of recent weeks that it has on its shelves all kinds of school supplies. The Times store is at present pushing scribblers, exercise books, note books, slates, slate pencils, crayons, water colors, paint brushes, erasers, drawing books, copy books, dictionaries, blotting paper, lead pencils, pen holders, pen nibs, rulers, school bags, pencil boxes, pencil pads, music dictation books, ink, mucilage and foolscap paper.

Wall Papers Popular in Book Stores

Linton Brothers, of Calgary, Alta., Have a Big Department Devoted Exclusively to This Branch of Home Furnishings—Snappy Advertising by Booksellers in Weyburn, Ridgetown, Fergus, Collingwood, Thamesville and Kingston



Not every book store can "sport" a wall-paper department like the one shown here, but spare space could not be used to better advantage in the spring.

Note the battery of four "angled" electric lamps to throw light on the pattern rack. Three sides are used for carrying stock in racks.

THAT the handling of wall-paper is restricted to no particular section is evident from observations which "Bookseller and Stationer" has been able to make regarding the activities of the trade in Canada. In all parts of Canada are to be found booksellers and stationers who consider wall-paper one of their finest lines.

Mr. Nelles, president of the newly-formed Booksellers' and Stationers' Association, is one of the Guelph, Ont., dealers who handles this line and others, picked at random from different sections of the country, are:

E. B. Cragg, Bridgewater, Nova Scotia;

J. D. Hutton, Edmonton, Alberta;

J. G. Little, Ridgetown, Ontario.

Mr. Little ran an advertisement in the Ridgetown press recently which read:

SPRING IS HERE

We have what you want on

WALL PAPER

The latest and most up-to-date patterns. New designs in 21-inch widths, one-third more paper in the roll. Look over our sample books.

WINDOW SHADES

Hand-made oil opaque shades in any color. Prompt attention given to special orders.

ROOM MOULDING

A drive on wall paper has been under way, too, in Kemton's Book Store, Weyburn, Sask. A typical Kempton announcement read:

NOW IS THE TIME

To Select

Your New

WALL PAPERS

We have Just Unpacked The Last of Our Spring Shipments and We Feel Sure That

YOU WILL BE DELIGHTED WITH OUR SELECTION

We have a large assortment of patterns to select from and, as in former years, you will find our papers

VERY REASONABLY PRICED

Linton Brothers, 120-122 Eighth Avenue, East, Calgary, Alta., ask the question:

ARE YOU INTERESTED IN WALL PAPER?

These booksellers then go on to describe their stocks, placing stress on the fact that they have a big department devoted exclusively to this all-important item in home furnishings. They make it plain, too, that a specialty is made of interior decorations. For dining room lovers they carry reproductions of leather, burlap, basket cloths, monk's cloth, shikiri cloth and other fabrics running in price from 85 cents to $4.00 per single roll. They also carry a full line of tapestry papers, silks, plain goods and varnish papers.

Calgary Firm's Announcement

Another Calgary firm announces the opening of the wall paper season as follows:

> We now feel quite safe in recommending to your notice our wall paper department as prices are settled for a long time, painters' and paperhangers' wages have been agreed upon for one year, our stock for the year is now complete and is priced, therefore we can safely state that prices are now at rock bottom for a year at least.
>
> "Another Important Pointer — All our papers this year are 22-ins., this means a saving to you both in paper and hanging.
>
> "Call our department when you require any information regarding your decorating. Estimates furnished, samples submitted, in fact our whole department is at your service. Will you not use it?
>
> "In our very complete stocks you will find:— Incrusta, Leatherettes, Sanitile, Burlaps, Plate Rail, Chair Rail, Picture Moulding."

Spring the Proper Season

Booksellers are making no mistake putting forth a little effort to get the share of the business that is going fo every householder knows that no matte how well the house is furnished, if th walls and ceilings are in need of atter tion, there is a large amount of irritatio This particularly applies in the case o what might be termed "nervy" peopl A well-papered room undeniably has most soothing effect, especially when th color scheme has been wisely selecte Dinginess should never be allowed in th home when it can be brightened up a but a small cost.

No time is more opportune than sprin for house decoration. Bountiful natur out of doors plays a part in reviving onc more the glories of brightness. Wha an incentive this is to make the inside of the house to harmonize with nature It is worth much.

Even Prairie Folk Prefer the Best

W. L. Thurtell of Chaplain, Sask., Learns That People Are Particular in the Matter of Stationery—Simple But Effective Window Display "Fathered" by R. O. Hurst in Toronto—Where Price Tags Can Be Used to Advantage.

"I HAVE been making a special leader of stationery, using good quality lines, and I find that even the people on the prairie prefer the best."

This is a statement made to the editor of Bookseller and Stationer by W. L. Thurtell, of Chaplain, Sask. Mr. Thurtell has been putting his stocks of stationery well to the fore since the beginning of the year and he has found that his line, if well handled, will bring big returns. He has found out, too, that the best quality lines go a good deal faster, even on the prairie, than the inferior grades.

One of the neatest stationery windows noticed in a long time was that carried recently by R. O. Hurst, 391 Jarvis Street, Toronto, Ont.

An Effective Toronto Display

In his western window Mr. Hurst had placed about two dozen boxes of an attractive class of stationery, the lid of each box being thrown back to show the contents. Scattered around the floor were a number of writing pads and lying on each pad and running through the slender bands holding the envelopes together in the boxes was a pen. There was nothing complicated about the display, but it was sufficiently striking to attract and hold attention. An effective background was formed by magazines, a number of the latest being strung all along the back of the window. Inside were several boxes of envelopes, all bearing price tags. Tags also adorned the goods shown in the window.

There is no doubt but that papeterie is an excellent line to give particular attention to when a change in the matter of display is being sought. A carefully selected stock of twenty-five, thirty-five and fifty cent boxes, and ten, fifteen and twenty-five cent tablets does not run into a deep investment, and nets a very fair profit. Papeterie cover designs has called out the best talent in the designer's art, and cannot help but be an attraction not only to the cases, but to the general appearance of the store if properly arranged.

The assortment should contain a few numbers of ruled as well as the unruled variety of bond and linen paper. A few boxes of decorated or flower paper, of the best grade, and fifty cent boxes sell well to the foreign element. A genius some time ago suggested marking the edge of the boxes and tablets with a capital U for the unruled and capital R for ruled papers, enabling one to pick such stock without losing time; the box paper can be more quickly distinguished where the envelopes are laid over the paper. If the cases are very long it is



also a good plan to place the ruled stock at one end of the case, the unruled at the other end.

Some stores follow an excellent rule in keeping the cheaper goods out of immediate sight, such as five-cent tablets and ten and fifteen cent papeterie. If a patron asks for a cheap tablet a little talk is first made on a better quality and better appearance of the higher priced article, and if he is not impressed and insists on the cheaper tablet, the little trouble or time required to walk across the floor to locate the cheaper grade, only a moment's delay, sometimes gives the customer time to reflect, reconsider, and, after all, order the better grade first shown.

Hiding the Cheap Goods

In discussing the question of stationery it might be stated that for some time to come price will be the chief consideration in retailing. People will be suspicious of wrong methods of fixing and maintaining prices, and they will shy from buying, thinking that the price may go down the next day. They will buy from the store where they know the one-price system is in vogue, and they will buy from the dealer who handles nationally advertised, standard brands.

Manufacturers are now making liberal use of the price in the advertising copy, and it is up to the retailer to take notice. The fact that a retailer does not mention the price, and display it so that people will see it, may spread the notion that he is not handling nationally advertised goods, and that he is, therefore, charging exorbitant prices.

Realizing the importance of the price factor at this time, a manufacturer recently prepared a special bulletin for the guidance of his dealers. The bulletin pointed out that a customer must never leave the store "feeling that somehow he has been compelled to pay more than he expected for the article."

"If you have really convinced him of the better results to be obtained with the use of the better article," the bulletin adds, "then he is pleased and satisfied that he has bought something better for his purpose than he thought could be obtained.

A Manufacturer's Bulletin

"The principle of 'fairness to all' in business is so well established that no long discussion of the one price policy is necessary. Experience has proved over and over again that no store can cut its prices during the actual process of selling to an individual and hope for final success. 'Haggling' and its attendant lengthening of the average time necessary to closing a sale has been utterly discarded to the great benefit of honest, built-to-live business.

"Directly in line with the newer relation of absolute confidence between merchant and customer due to dropping see-saw bargaining, is the policy of definitely marking all goods in easily read selling figures. This simple procedure makes immediately for fairness and confident buying. You don't read to the buyer a price indicated on the goods by some system of tracks and cross-marks and circles that looks like a Sunday-paper puzzle. Instead the customer is shown the price, $1.19, and knows certainly that he is being asked to pay exactly what every other purchaser of that same article has paid and will pay—no more.

"This same confidence must not be broken by a bargain policy that is weak-kneed. The power of price reduction is so strong as a business stimulator, both of new business and of slow-selling lines, that discussion here would be valueless. But anything that has power has possibilities not only of good, but of evil. That is why, to maintain continued confidence, if a sale is advertised for two days, the goods should be sold at the quoted reduction for two days only. Third day customers should be politely, but firmly, quoted at the old standard price. If your bargain sales are to have any value at all and not undermine the buyer's confidence in you, the buyer must not go back to the old idea that the retailer's gain is his loss. Such an impression he will surely receive if you allow bargain-day prices to hang over."

Now for a Canadian Authors' Week!

John Murray Gibbon Heads Newly-formed Canadian Authors' Association—Canada's Booksellers Will Be Asked to Co-operate in Big Movement—Arthur Stringer Writes of The Gathering of The Writing Clans in Montreal

CANADA'S authors have come together. They have organized an association. The Canadian Authors' Association now makes its debut. And it is up to the bookseller to make the next move. For who is more interested in the Canadian author than the man who sells his books? A Canadian Authors' Week comes next on the program. Religious Book Week is just a sample of what the booksellers can do. Working hand in hand with the authors of Canada, the booksellers of the Dominion can do much to popularize and increase by a wide margin the demand for Canadian books. This is an objective towards which the new association will ask the trade to set its face.

Committees Ready for Action

John Murray Gibbon, of Montreal, is president of the new association; B. K. Sandwell, of Montreal, is secretary; W. S. Wallace, of Toronto, is treasurer, and the vice-presidents are: Basil King, Boston; Archibald MacMechan, Halifax; H. A. Cody, St. John, N.B.; Hon. Thomas Chapais, Quebec; Stephen Leacock, Montreal; Robert Stead, Ottawa; Pelham Edgar, Toronto; W. T. Allison, Winnipeg; Nellie McClung, Edmonton, and Isabel Ecclestone Mackay, Vancouver.

The members of the council, to constitute with the president and vice-presidents the working body of the organization, were elected by ballot, the order of their names being determined by the number of votes obtained:

Arthur Stringer, Chatham, Ont.; Bliss Carman, New Canaan, Conn.; Ralph Connor, Winnipeg; Marjorie Pickthall, Victoria; D. C. Scott, Ottawa; Madge MacBeth, Ottawa; Frank L. Packard, Lachine; Sir Andrew MacPhail, Montreal; Emily Murphy, Edmonton; L. M. Montgomery, Prince Edward Island; Lloyd Roberts, Otawa; Grace Blackburn, London; W. D. Lighthall, Montreal; Robert Service, Yukon and Paris, France; Lucy Doyle, Toronto; Florence Randall Livesay, Toronto; Agnes C. Laut, New York; George Locke, Toronto; Hector Garneau, Montreal; Louvigny de Montigny, Ottawa; Miss G. Sime, Montreal; Theodore Roberts, Fredericton and London, England; Warwick Chipman, Montreal.

Committees have been appointed to deal with such problems as copyright interests, legal service for authors, the standardization of contracts, the collection of overdue payments, the suppression of plagiarism, and even the entertainment of distinguished foreigners.

"For mutual benefit and protection and for the maintenance of high ideals and practices."

This, according to the constitution, is one of the objects of the association.

Characterizing the birth last month in Montreal of "The Canadian Authors' Association" as a more memorable event than it might at a cursory glance seem, Arthur Stringer, writing in MacLean's Magazine, said:

"It is our first nation-wide movement to recognize and to organize the calling of arts and letters in this Dominion. And it brought into being our first rea representative association of nat authors. Any convention, indeed, wh could count among its attending me bers such names as Basil King a Stephen Leacock and Bliss Carman a John Murray Gibbon and Frank Pa ard and Sir Andrew MacPhail and Fl ence Randall Livesay and Robert Ste and Bernard Sandwell and Madge M beth and Pelham Edgar and Archib McMechan and W. T. Allison and Fr erick William Wallace and Hector G neau and Sir Arthur Currie makes rather respectable approach towa nationality in character.

Basil King's National Plea

"And equally national was the n struck by the different speakers. It w interesting to hear Basil King deno inate Canada, standing half way as s does between the American and t Briton, as the annealing agent and t interpreter between the Anglo-Saxon the Old World and the Anglo-Saxon the New. It was an eloquent serm he preached on the bigness of Cana a bigness which he could see in fit a proper perspective after thirteen yea of exile as an emissary of Canadian c ture in the outlands of Boston.

"Equally vital was Professor M Mechan's impeachment of the Canadi for his characteristic crime of diffiden when he still questioned the existen of a French-Canadian literature with our borders after the French Acaden had duly crowned one of our poets a





Here are five "originals" of the Canadian Authors' Association. Reading from left to right they are Dr. Geo. H. Locke, Prof. Pelham Edgar, and Messrs. Arthur Stringer, Hector Garneau and Basil King.



MRS. ISABEL ECCLESTONE McKAY



MRS. EMILY MURPHY
("Janey Canuck")



MRS. NELLIE McCLUNG

still stood skeptical as to a national note when a Canadian—in the person of Sam Slick—had founded the school of American humor and Canadian writers had produced so much real poetry and so many real novels. It was interesting, too, to hear Dr. George Locke point out what the Canadian librarian could do to accentuate the Canadian note in our literature, and to hear Madge Macbeth, with an intonation which clearly betrayed her origin south of the Mason and Dixon line, announce that she was an apostle of the newer movement which was bringing authors into Canada instead of driving them out across its borders.

"It was interesting to hear Bliss Carman acknowledge what getting back in the midst of his own people really meant to him, and explain how contact with one's native soil was the truest source of inspiration. And right here I should like to stop long enough to announce my conviction that this new Authors' Association of Canada ought to interest itself in the establishment of a Poet Laureateship for our Dominion and begin the good work by handing the job and the annual run of Niagara grape-juice over to our own Bliss.

"Equally interesting was Frank Packard's plea for the Canadian periodical, his concession of a fair-play spirit to its American rival, but his insistence on the native-born writer doing his bit to back up the native-born magazine. But most interesting of all, it seems to me, were the situations and the speeches which arose out of the Canadian copyright question. For it was to wrestle with this dolorous subject that the conference was primarily called. It was the one point which became incandescent. Sir George Foster, who had found it impossible to attend the convention in person, was represented by Mr. Ritchie, the reputed framer of 'Bill 12,' now before the House, the hated bill which stands to a working author as about what a red flag is to a bull. More heat than







Shown here with B. K. Sandwell of Montreal, Secretary of the Canadian Authors' Association (in the centre) are Frank Packard and Rev. H. A. Cody.

light, I am afraid, developed from Mr. Ritchie's efforts at elucidation. But a high point of dramatic irony was surely reached when the emissary from Ottawa paused in his labors long enough to deplore the fact that so few authors were men of independent means and to suggest that one of the best moves the new association could make would be the inauguration of an endowment fund for its indigent members. That, as one member took the pains to point out, would become a prompt necessity, provided any such copyright legislation as that being considered by the House should become the law of the land.

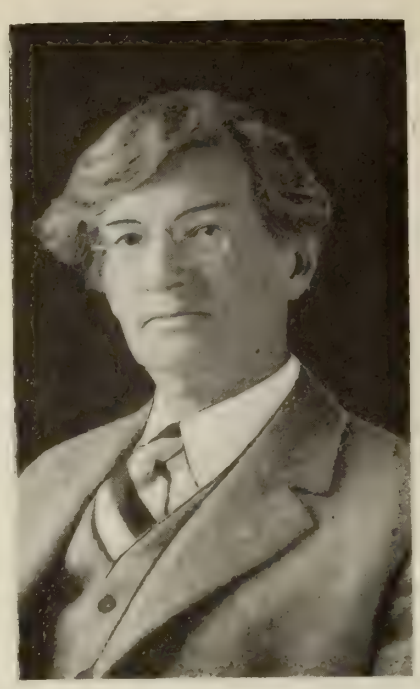
That Copyright Legislation

"The same touch of irony also seemed to crown the statement of M. Louvigny de Montigny, who came as the unofficial representative of the Senate and pleaded that nothing be done to wreck a bill over which the Solons of our capital had labored so long. The authors assembled, of course, who felt they may have had a trifle too little to do with those labors, could only smile sadly when M. de Montigny pointed out that copyright was one of the oldest legal considerations on our continent, Barbeau having clearly demonstrated that three hundred years ago our Indian tribes maintained a copyright regulating making it punishable by death for the singer of one tribe to adopt the family song of a neighboring tribe."

Referring to the exodus of Canada's writers to other climes, Mr. Stringer went on:

"A plaintive voice piped up, not so long ago: 'Where are the Canadian poets?' And an answering voice, not untouched with cynicism, retorted: 'On the train to New York!'

"But times must have changed. For only last month, in the city of Montreal, I saw more than one hundred honest-to-goodness Canadian poets and authors gather together for the purpose of forming a sort of union of the ink-pot. They were there like bees about a syrup-barrel, pen-pushers from the Western provinces, expatriate novelists from New England, story-tellers from Nova Scotia, magazine-writers from the banana-belt of Ontario, silver-tongued poets from Quinte and Old Quebec, scholars and philosophers from the universities, and even publishers and magazine-makers from the sister-city of Toronto. They were there to get unionized and have walking delegates and grievance-committees after the manner of the plumber and the locomotive-engineer. They were very serious about it all. And as I listened to that solemn talk of theirs it suddenly came home to me that a new age had dawned for Canada. There, before my eyes, she was giving birth to a new profession. She was publicly and officially acknowledging that her authors were a body of men and women to be reckoned with, to be listened to and perhaps some day even to be legislated for.



BLISS CARMAN

Difference to Old Days

"It came as a shock, of course, for old traditions died hard. It was not easy to believe that Sir Arthur Currie could solemnly face that battalion of mere authors recruited from the obscure hinterlands of our Dominion and say he was honored to welcome them to Montreal and to the sheltering wing of McGill University, since they were destined to be not only the fusing power of two races but also the interpreters and custodians of all the nobler traditions of those races. It seemed so different to the old days, when Robert Barr complained that Canada spent more money on her whiskey than on her authors, and the attic of the city was considered the one and only highway to the Attica of the soul, and a man who broke into song anywhere along the back concessions was avoided by the circumspect and condoned by the rural constabulary. Even Lombroso, you may remember, was once asked to define the difference between the man of genius and the lunatic, and that great psychiatrist, you may also remember, curtly replied: 'The latter is assured of his board and keep!'

Less Vagabondage Now

"But all that, I venture to repeat, seems to have changed. The troubadour of the Renaissance may really have panhandled his way up and down his native country and sat below the salt when taken in by the landed gentry. The authors of the earlier centuries may have been more or less vagabonds, suffering permanently, in the words of Bonner, from the temporary embarrassments of the bohemian. But the twentieth-century man of letters is and must be primarily a business-man. It is imposed upon him. He can reach his audience, nowadays, only through the complicated machinery of the press. He must in some way tune in with that intricate instrument, just as that instrument must in turn tune in with him. Not, please heaven, that he must always howl with the voice of the pack. His human right to human expression is his own. But to achieve a community hearing he must bend to community obligations. He must help his country, if he expects his country to help him."

Continuing, Mr. Stringer stated:





Here are two of Canada's outstanding women authors. On the left is Mrs. Madge Macbeth and on the right is Miss Agnes C. Laut. Both have numerous articles to their credit and both are displaying a hearty interest in the Canadian Authors' Association.

"Now, my personal conviction is that this migration to a foreign court proved less calamitous to the Canadian author than many of the happier stay-at-homes would have us believe. It at least shook the dust of the parochial out of his system, tended to internationalize his outlook, widened his perspective, and indubitably humbled that proud and haughty spirit peculiar to localized celebrity. But his country lost him; and he, in turn, lost something with his country. For there is, after all, a good deal of truth in that old Antaeus fable. In contact with the soil our strength comes back to us. And the Canadian, both at home and abroad, seems to be finding it out.





Two of the outstanding members of the Canadian Authors' Association—Professors Archibald McMechan (top) and W. T. Allison.

Toronto Authors Organize a Branch Of the New Dominion Association

FORMAL organization of the Toronto branch of the newly-formed Authors' Association took place in Toronto at a meeting in Victoria College. This branch is one of the two which will exist in Ontario, and will include all that part of the Province from Toronto westward to Kenora and eastward taking in Peterboro' and Belleville. Professor Pelham Edgar, appointed at the general meeting in Montreal as chairman for the Toronto branch, presided.

It was decided to elect two vice-chairmen, one each from the men's and women's sections. J. E. Middleton was elected vice-chairman from the men's section, and Mrs. D. C. McGregor (Marion Keith, who wrote "Duncan Polite," of happy memory) was elected vice-chairman from the women's section. Hugh S. Eayrs was elected secretary-treasurer.

It was decided that a committee, composed of nine members for Toronto and four for the district, should be appointed by the officers, and the chairman proceeded to discuss the qualifications for full and associate membership, declaring that the executive committee of the parent association had "made broad the pathway of approach to full membership," to admit not only authors, but writers of copyrightable material.

A full record of all work done by active members throughout the year will be kept, and for its accuracy the individual will be responsible.

It was announced by Mr. Mackenzie that the Ottawa branch has already been formed; Manitoba will meet in a few days to form its Provincial branch, under Prof. W. T. Allison, and Edmonton and Vancouver are under way.

Among those present at the meeting were Dr. Locke, Prof. J. A. Dale, Mr. W. A. Fraser, Prof. Playfair McMurrich, Sir Bertram Windle, Mr. Britton, Dr. Pratt, Mrs. J. F. B. Livesay, Mr. C. C. Jenkins, Mrs. Sharman, Prof. M. W. Wallace, Mr. R. J. Hathaway, Mr. William Banks, Mr. and Mrs. J. W. Garvin, Miss MacMurchy, Miss Macdonald, Miss Estelle Kerr, Mr. Bernard Preston, Mrs. Felix Devine, Miss Patterson, Miss Mary Houston, Mr. Guy Morton and a number of others.

Editor on Booksellers' Committee

B. S. Sandwell, secretary of the Canadian Authors' Association, has notified W. C. A. Moffatt, editor of Bookseller and Stationer, of his appointment by the executive to a position on the Public Libraries and Booksellers' Committee which is made up as follows: Prof. Archibald MacMechan, W. J. Healey, Hector Garneau, Hugh S. Eayrs and W. C. A. Moffatt.



PROFESSOR STEPHEN LEACOCK
One of the stalwarts of the new Canadian Authors' Association.

Publishers—Authors—Booksellers

"All Interested in the One Thing" Says McClelland of Birth of Canadian Authors' Association—Hugh S. Eayrs Thinks Better Books Will Be the Result—Publishers Welcome Coming Into Being of New Organization

THAT the new Canadian Authors' Association will be welcomed by the publishers is evident from the distinctly commendatory attitude that is being shown by the heads of the houses in general in Toronto. In conversation with the editor of Bookseller and Stationer some of the publishers unhesitatingly state that the new association should be able to do a good work.

"No doubt the publishers will welcome the association," stated Hugh S. Eayrs, president of the MacMillan Company of Canada, adding: "I am not of the opinion that the coming into being of the Canadian Authors' Association will mean more books but I do believe that it will mean better books. It would be foolish for any reviewer to boost Canadian books just because they are Canadian. It would tend to set up a false standard of values. That is the attitude that we adopt here. We are keener to-day for Canadian authors than ever before and there is no doubt but that the association will aim particularly at the development of better Canadian material.

"In the past Western stories have pictured Canada simply as a place where pretty girls and cowboys abound. Yet historical Canada could be made a background for real Canadian novelizing. No author yet has done justice to the war of 1812. Niagara is a rich field for the novelist and there are many features about Canada which might well be developed."

"So far as the publishers are concerned," went on Mr. Eayrs, "there has already been a move towards co-operation with the authors. There is a move on foot to stage a Canadian Book Week. This should be a very important thing. To my mind, the publishers will be heart and soul in this project. This is one of the things that the two associations can do. Personally, I am strong for better Canadian books. But the remedy rests with the critics. A book must be judged by the best accepted standards of the Old World just like a good show. And, in my opinion, the association promises to be a real, live organization. One of the first things it did was to admit publishers as associate members. This move ties the publisher up right away with the author's interest."



HUGH S. EAYRS,
President of the Macmillan Company of Canada, who has been elected Secretary-Treasurer of the Toronto branch of the new Canadian Authors' Association.

Touching on the much-talked-of copyright question Mr. Eayrs stated that the matter of copyright was primarily of interest to authors.

Said Mr. Eayrs in conclusion: "I feel that the publishers' interests are identical with those of the authors. The new Canadian association, co-operating with the publishers, will have a tremendous effect. The new organization will get across systematically and methodically the best material. They'll talk to the publishers now as business men to business men. It will mean, with us, mor care in selection and will undoubtedly be good thing for the book trade throughout."

"The formation of the association is th finest thing that ever happened for Canadia authors," said Mr. McClelland, of McClel land and Stewart, in discussing the matte with the writer.

"I heartily approve of it," he went on t say, "and I believe it will be a good thing fo the craft in general—authors, publishers an booksellers. It means that we will all b co-operating. We are already talking ove plans for a Canadian Authors' Book Wee and Children's Book Week. Personally, wish the Canadian Authors' Associatio every success."

As chairman of the publishers' section o the Toronto Board of Trade, Mr. McClel land states that these questions have bee talked over at recent meetings and that a seem to be in favor of these special weeks The dates, however, have not yet been set This question, though, will likely be deal with by a special committee.

"The authors can be a big help to th publishers—there is no doubt about that," added Mr. McClelland. "Publishers, au thors and booksellers are all intereste in the one thing. If the authors are no successful neither can the publishers an booksellers be and if the publishers are no successful it works out the same way. Al three are inseparably linked up."

Expressing the belief that the Canadia Authors' Association should be able to hel Canadian literature, Donald G. French, o the McClelland and Stewart house an founder of the Canadian Literature Clu expressed the opinion that Canadians woul read Canadian books in preference to othe books if they had some way of distinguishin them.

"Some don't know what Canadian book there are to read," said Mr. French going o to say it was one of the aims of the Can adian Literature Club to make Canadia authors' works better known.

Toronto Retailer's Views On The Selling of Books

It was a great night for publishers, authors and retailers when representatives of all three branches of the book business met at a dinner in the National Club, Toronto, to hear J. Murray Gibbon, President of the Canadian Authors' Association, and Frederick G. Melcher, Managing Editor of the Publishers' Weekly, of New York, and secretary of the National Association of Book Publishers of the U.S. From this meeting, it is hoped, will spring a spirit that will mean much for the book trade of the Dominion.

Seated at each side of John McClelland, President of the Publishers' Section of the Toronto Board of Trade, at the head table were Messrs. Tanguay, S. B. Gundy, Thomas Allen, F. G. London, Arthur Spratt, E. W. Walker, S. B. Watson, Hugh S. Eayrs, George Stewart, Frank Appleton, Henry Button, F. G. Thompson, William Brady, B. T. Ripley, T. H. Durham, P. A. Maxwell, and others.

Following intensely interesting addresses by Messrs. Gibbon and Melcher on the marketing of books and plans for increasing their sales, a general discussion followed in which nearly all took part, Manager Ripley of the McAinsh Book Store speaking on the problem of the small bookshop. More knowledge of books on the part of the man behind the counter was absolutely necessary, he said, to bring the book business back to where it ought to be.

New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

McCLELLAND AND STEWART

Fiction

The Spoils of the Strong, Eleanor Talbot Kenkead; The Mating of the Blades, Achmed Abdullah; Jim Lofton, American, George Brydges Rodney; Lady Trent's Daughter, Isabel C. Clarke; The Fourth Dimension, H. A. Vachell; Twisted Trails, Henry Oyen; The Custard Cup, Florence Bingham Livingston; The Vision House, C. N. & A. M. Williamson; Blind Mice, C. Kay Scott; Lantern Lane, Warwick Deeping; Alf's Button, W. A. Darlington; Bindle, Herbert Jenkins; Malcolm Sage, Detective, Herbert Jenkins; Blue Pete: Half Breed, Luke Allen (Canadian West Novel); Swamp Breath, Robert Simpson; They Went, Norman Douglas; Rosi Mundi, Ethel M. Dell; She and Allan, Rider Haggard; The Night Club, Herbert Jenkins; The Lady of the Lawn, W. Riley; A Yorkshire suburb, W. Riley; Through a Yorkshire Window, W. Riley; John Dene of Toronto, Herbert Jenkins; The House That Jill Built, Ethel Holdworth; The Marriage of Elizabeth, Ethel Holdworth; The Shadow of Stephen Wade, Arthur Compton-Rickett; The Green Lady, Violet Tweedale; The Hill of Crows, Frederick Sleath; The Strangeness of Noel Carton, William Caine; The Golden Goat, Paul Arene, Translated by Frances Wilson Huard; A Dominie in Doubt, A. S. Neill, $1.50.

Recent Fiction

The Parts Men Play, Arthur Beverley Baxter (New Edition); The Prairie Mother, Arthur Stringer; Imperfectly Proper, P. O.D. (New Edition).

Non-Fiction

On Set Backs, David Leslie Brown, $1.35; How to Write Photoplays, John Emerson and Anita Loos, $1.75; Daily Manna, James Gilchrist Lawson, $1.75; High Frequency Apparatus, Thos. Stanley Curtis, $3.50; Experimental Wireless Stations, R. E. Edelmann, $3.50; What Happened at Jutland, C. G. Gill, $3.50; Climbing and Rambling Roses, Pansies and Violets, (Gardening Handbook Series), 30c.

Juvenile

The Bunnykin Books $1.00 each

Mrs. Bunnykin's Busy Day, Alan Wright; Tony Twiddler, His Tale, Alan Wright; The Story of the Saucy Squirrel, Alan Wright; The Tale of the Trail of a Snail, Alan Wright; Bulgy Billy, Marion Jack; Secrets of the Flowers, Mrs. E. M. Coker; Dear Old Bogey, Marion Jack; Mr. Bunnykins Builds a Bungalow, Alan Wright; The Dragon Fly Buss, Alan Wright; Uzz, Fuzz and Buzz, Tinker Taylor; Dolly Dingle, May Wynne; The Princess who Forgot, Draycott M. Dell.

The Peter Rabbit Books, 60c. Each

The Tale of Peter Rabbit; The Tale of Squirrel Nutkins; The Tailor of Gloucester; The Tale of Benjamin Bunny; The Tale of Two Bad Mice; The Tale of Mrs. Tiggy-Winkle; The Tale of Pigling Bland; The Story of a Fierce Bad Rabbit; Appley Dapply's Nursery Rhymes; The Tale of Mr. Jeremy Fisher; The Tale of Tom Kitten; The Tale of Jemina Puddle Duck; The Tale of the Flopsy Bunnies; The Tale of Mrs. Tittlemouse; The Tale of Timmy Tiptoes; The Tale of Mr. Todd; The Story of Miss Moppet; The Tale of Johnny Town-Mouse.

Miscellaneous

Songs of Donegal, Patrick MacGill, $1.50; The Jewel House, Maj.-Gen. Sir George Younghusband, $5.00; Modern Men of Mark, Mrs. Stuart Menzies, $7.50; A Book on Angling, Francis Francis, $5.00; The Reviera of the Corniche Road, Sir Frederick Treves, $7.50; Modern Motor Truck, Victor W. Page, $5.50; Mystic Isles of the South Seas, Frederick O'Brien.

HODDER AND STOUGHTON

Fiction

Sweet Stranger, Berta Ruck, cloth, $1.75; House to Let, Wm. Le Queux, cloth, $1.75.

S. B. GUNDY

Fiction

O'Henry Memorial Award Prize Stories, 1920, cloth, $1.90; The Dude Wrangler, Caroline Lockhart, cloth, $1.75; Savages, Gordon Ray Young, cloth, $1.75; An Ocean Tramp, William McFee, cloth, $1.75; The Second Mrs. Clay, Katharine Havelock Taylor, cloth, $1.75; The Seeds of Enchantment, Gilbert Frankau, cloth, $1.75.

Non-Fiction

United States Steel, Arundel Cotter, illustrated, cloth, $3.00.



B. LENOX SIMPSON, political adviser to the president of China and a well-known writer on Oriental questions—his writings being under the name of "Putman Wheal"—who is making the acquaintance of the trade in Canada. Recently he addressed the B.C. Institute of Journalists on the Oriental situation. He is now on his way to Britain to place the Chinese position before the Imperial Conference. On his way he will probably address meetings in Toronto and Ottawa and will also present the Chinese case to the legislators at the Capital.—Photo by Steffens-Colmer Studio, Vancouver.

THE MacMILLAN COMPANY

History and Public Affairs

Modern Democracies, the Right Honorable Viscount Bryce, O.M., P.C., D.C.L., F.R.S., author of "The American Commonwealth," $10.50; The Salvaging of Civilization, H. G. Wells, $2.00; A Friends' Chronicle, William Allen White; Battle Studies, Colonel Ardant du Picq, $3.00; History of the University of Virginia, Philip Alexander Bruce.

Fiction

In His Own Image, Mary Briarly, $2.00; The Golden Answer, Sylvia Chatfield, $2.00; A Case in Camera, Oliver Onions, $2.00; My South Sea Sweetheart, Beatrice Grimshaw, $2.00; Timber Wolves, Bernard Cronin, $2.00; The Golden Windmill, Stacy Aumonier, $2.00.

The Novels of Dostoievsky translated by Constance Garnett: A Friend of the Family; The Brothers Karamazov; Crime and Punishment; The Eternal Husband; The Gambler; White Nights; The Insulted and Injured; The Idiot; The Possessed; A Raw Youth; House of the Dead; An Honest Thief.

The Tales of Chekhov: The School Mistress; The Lady with a Dog; The Party; The Darling; The Bishop; The Duel; The Wife; The Witch; The Chorus Girl and Other Stories.

The Novels of Turgenev, $2.00 each: Rudin; House of Gentle Folk; On the Eve; Fathers and Children; Smoke; Virgin Soil, 2 Vol.; Dream Tales; Torrents of Spring; Lear of Steppes; Diary of a Superfluous Man; Desperate Character; The Jew; Knock, Knock, Knock, and Other Stories; The Two Friends and Other Stories.

Civics and Politics

Industrial Government, John R. Commons.

Citizens' Library Series, $4.00

The Marketing of Whole Milk, H. E. Erdman; The Non-Partisan League, Andrew A. Bruce; Popular Government, Arnold B. Hall.

Poetry and Drama

The Plays of Edmond Rostand, Translated, Henderson Daingerfield Norman, 2 vol., $10.00 per set; Avon's Harvest, Edwin Arlington, $1.50; Dramatic Legends and Shorter Poems, Padraic Colum; Selected Poems, William Butler Yeats, $3.50; Highland Light and Other Poems, Henry Adams Bellows, $2.00.

Essays and Criticism

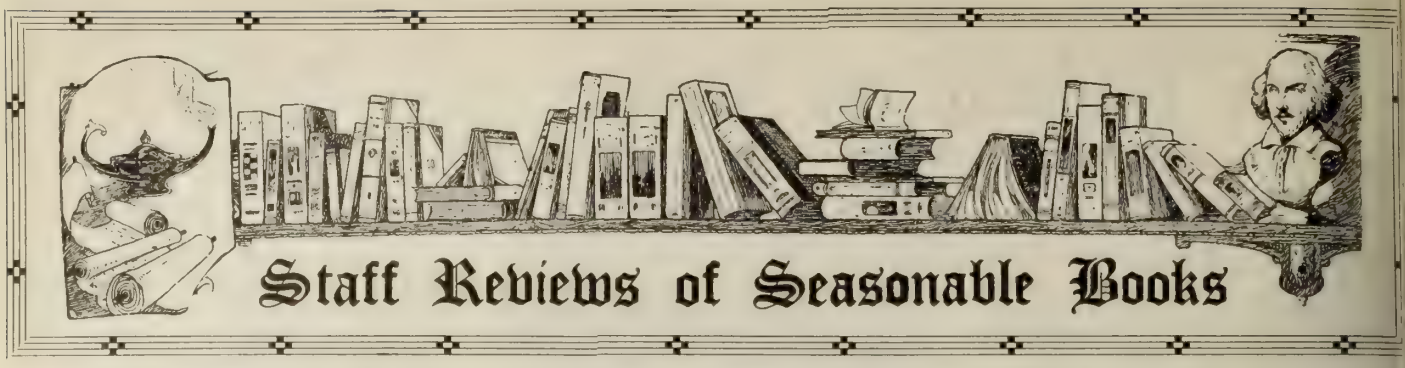
Our Fight, Too, Owen Wister.

Science

For Parents and Teachers, William Leland Stowell, M.D., $3.50; A Dictionary of Chemical Solubilities, Arthur M. Comey and Dorothy A. Hahn.

Agriculture

Rural New York, Elmer P. Fippin, $2.50; Commercial Apple Industry, J. C. Folger and S. M. Thompson, $3.00.



Staff Reviews of Seasonable Books

WITH A SOUTHERN FLAVOR

Nancy Carroll in "Show Down" a Heroine of Unusual Charm and Grace

To certain people a story of the chivalrous South always appeals. Such a tale is "Show Down" (G. P. Putnam's Sons, price $2), which deals not with war but, just the same, with fighting. However, the fighting is on the legislature floors rather than on gory fields of strife. "Show Down" presents an authentic picture of little- known aspects of the South as it is today and, as in all stories of that land of gallant gentlemen and fair women, romance and grace are well to the fore. The plot has for its central figure a slip of a girl who faces the world "on her own" and fearlessly combats both crooks and crookedness. The love story running through the book is of an intensely interesting nature, the charming heroine being a brainy and humorous little person with a spirit of her own. This highly entertaining novel by Julia Houston Railey should prove to be one of the season's finest, appealing particularly to the fair sex.

STIRRING AND MEMORABLE

Lovable Characters Well Drawn in Sylvia Bates' "The Golden Answer"

"The Golden Answer" by Sylvia Chester Bates (The Macmillan Company of Canada, $2) will undoubtedly prove to be one of the popular books of the year. Plainly but attractively bound, this book presents Amos Fortune, himself a writer, and little Harmony, one of the unforgettable children of fiction. All the characters are handled with a true sense of human values, which fact in itself does a great deal towards making the book interesting reading. The question that engrosses attention is—what happens when a somewhat selfish and well-to-do woman weds a poor man whom she is not even sure she loves. The members of the trade who have read or handled "The Geranium Lady," "Elmire College Stories" or "The Vintage," all by the same authoress, will have some idea of the calibre of "The Golden Answer." There is certainly nothing melodramatic about the story, nothing startling, nothing particularly out of the ordinary, but those looking for a quiet, interesting and thoroughly delightful novel will be sure to find what they are seeking.

A CRUSADING ADVENTURE

The Stirring Narrative of Two Youths Who "Did Their Bit" in Palestine

Another Avaleen Stein story, "Our Little Crusader Cousin of Long Ago," has just been published by the Page Co., of Boston, $1. This is the twelfth volume of an educational series for young people which was started some time ago. The story, in which children are bound to be interested, is that of two gallant boys who went to Jerusalem on the third crusade as the pages of Richard the Lion-Hearted of England and Phillip Augustus of France. It is a war story told in an easy flowing style that should appeal to little ones.

BOOK FOR GIRL GUIDES

Alice Behrens' Collection of Games—Published by London Company

Constable & Co., Ltd., London, Eng., have published in paper-cover form a small book which should prove useful for girl guide organizations or, as a matter of fact, for girls anywhere. From cover to cover the book is filled with descriptions of games of all kinds, the full details of how to play each one being given in plain language which the smallest guide could understand. Alice Behrens has made the collection and there is an interesting foreword by Sir Robert Baden-Powell. The book, which retails at a shilling and six pence, is compiled with a view to being a help to girl guide organizations both by offering a good selection of games and by, possibly, suggesting further inventions in the same direction on the part of members themselves. The bookseller might chalk up many sales by offering these for schools, juvenile organizations, planners of picnics, outdoor sports, etc.

THIRD "PEGGY STEWART"

Second Volume of Navy Girl Series Deals With School Life

Particularly atractive for young girls, both as to its cover and its contents, is "Peggy Stewart at School" (G. P. Putnam's Sons), second of the Navy Girl series by Gabrielle E. Jackson. Just as the first showed Peggy at home the second now finds her at school. These stories of a delightful young girl are proving popular with the "misses" who follow with close attention the adventures and experiences.

A BLOOD-STIRRING STORY

"The Strength of the Pines" Filled Wit Action, Adventure and Sentiment

Another exciting narrative of incident surrounding a feud in the Oregon mour tains is "The Strength of the Pines (The Ryerson Press, Toronto, $2). Th fight of a brave man and a splendi woman against great odds is splendidl portrayed in this red-blooded tale i which the human types are downrigh and primitive. Only a man with an int mate knowledge of the great outdoo could do justice to such a book. And i "The Strength of the Pines" Edison Ma shall is at his best. The "killer," an eno mous grizzly bear, plays no small pa in this fight of hate between human. The story tells of a man of mountai stock who had been educated in the cit returning to the mountains to solve th mystery of his boyhood and of the re newal of an hereditary feud. Ho Bruce Duncan carries himself through all is told in a manner that makes th reading of the book a distinct pleasur

THE NEXT GERMAN WAR

"The New Race of Devils" Is a Startlin Narrative. By Ex-prisoner of War

Just how close "The New Race o Devils" (Anglo-Eastern Publishing Co London) comes to the truth it is har for the writer to say, but certainly n more startling book has been publishe in a long time. The theme of the narra tive is the German's hatred of his con querors and shows the German profes sors' efforts to produce a new race o devils for but the one purpose—reveng upon their enemies. Following the pro duction of this race, the story carries th reader twenty years ahead and throw him into the machinations of a new kaiser in his ambition to overthrow th former conquerors of the Fatherlanc The author, John Bernard, tells in inter esting fashion how the scientifically-bre Huns of 1941 turn on their rulers an complete the work started by the allie twenty years before. The book is i novel form, and although its messag may seem incerdible to the lay mind, a were the works of Jules Verne in th middle of last century, it at any rat brings to mind the words of Josephus "There is nothing new under the sun."

SIR H. JOHNSTON'S LOVE FOR REALISM

What is perhaps the most noticeable, the most outstanding feature of "The Man Who Did the Right Thing" (The Macmillan Company of Canada, price $2.50) is Sir Harry Johnston's passion for the realistic. There is a note of sincerity running through this remarkable romance that is not to be overlooked. It is the author's boast that he has introduced into his novels very little which has not had its main foundation in fact or direct observation. Sir Harry knows East Africa. This is evident throughout the story and a good deal of the author's past life is reflected in the personality of his Capt. Roger Brentham, pioneer, explorer, botanist and administrator who plunges fearlessly into the depths of savage forests, defends the natives, discovers and develops new regions for the empire, renders gallant service to that empire during the Boer War and then again following the outbreak of the Great War steps over official red tape and succeeds by his own efforts in placing the country more deeply in his debt.

"The Man Who did the Right Thing" is a moving tale with its own fair share of thrills to satisfy the most adventurous and, in addition, sufficient "educational matter" to give the reader a glimpse of that side of the Briton's life in Africa which is seldom exposed. There is no one class to which Sir Harry Johnston's latest will particularly appeal unless it is to the man who has a veritable passion for tales of British daring for the empire. It is a story that should appeal to almost every lover of a stirring narrative and to the man of British blood will it come as a novel calculated to keep alive the fires of loyalty and self-sacrifice for the nation's good.

IN INTERESTS OF HEALTH

"Teeth and Health" Emphasizes Importance of Keeping Mouths in Proper Condition

A book which should appeal to every person who is interested in his or her own or some person else's health is "Teeth and Health" ($2.50), which has just been published by G. P. Putnam's Sons, New York and London. Thomas J. Ryan, D.D.S., and Edwin F. Bowers, M.D., have compiled the information which tends to show how good health may be secured and kept by close attention to the essentials of living which are so commonly neglected. Just how the teeth affect the human system is clearly set forth, the conclusion established being that free dental clinics are the country's greatest need. The book should prove valuable, too, to teachers and school librarians as it shows how school lecturers in oral hygiene are doing a splendid work in familiarizing the children with the dangers of tooth decay and tooth rot. The compilers present a scathing indictment against the crime of carelessness, for which, they claim, there is no excuse except ignorance.

A REFRESHING NARRATIVE

"The Custard Cup" Is Fashioned Along Lines of "Mrs. Wiggs of Cabbage Patch"

Something after the same style as "Mrs. Wiggs of the Cabbage Patch" is "The Custard Cup" (McClelland and Stewart, price $2) by Florence Bingham Livingstone. This is a book which will appeal to the customer who likes humor of a refreshing and "homey" nature. The man or woman who laughed at, or with, Mrs. Wiggs, Pollyanna and David Harum will thoroughly enjoy "Penzie," Crink and Lettie and Thad and the other whimsical bits of mortality in Miss Livingstone's latest effort. The philosophy and humor of life conveyed by this narrative are both comforting and gladdening. The Custard Cup is a tumbledown tenement where there are to be found some of the most enjoyable bits of mankind imaginable. The story is replete with mystery and love and depicts the struggle which the four principal characters have to live on nothing a year. It is a tale of human kindness, of the genuine joys to be found in the little things of life. There is something about the humorous wisdom of the Custard Cup philosophy that will appeal to a large percentage of the frequenters of the book store.

TIPS FOR MOTOR CAMPERS

Outdoor Enthusiasts Should Be Interested in Elon Jessup's Informative Volume

With the summer approaching with the rapidity of the much-talked-of comet the thoughts of outdoor enthusiasts instinctively turn to camping parties, motor tours and such things. Not infrequently the bookseller is asked if he has anything on hand which might tend to "make camping easy." G. P. Putnam's Sons, New York and London, have published "The Motor Camping Book ($3), by Elon Jessup, associate editor of "Outing," which is designed to start the motor camper off with the right foot. There are over a hundred illustrations in this book which give a practical working knowledge of the popular recreation of camping while touring in a motor car.

ARTHUR STRINGER ON COPYRIGHT QUESTION

(Continued from page 28)

but is left without power in the matter. He is compelled to accept the meagre if not the minimum remuneration of a 10 per cent. royalty, and is divorced from the chance of competitive bidding in an open market.

"The act is also iniquitous in forbidding importation, under certain conditions, and in imposing a chain of formalities on the author in quest of copyright. Even his privilege of obtaining that copyright is cluttered up, and cunningly cluttered up, with a compulsion to dispose of ever-increasing cinematographic and phonographic rights for a nominal fee predetermined by the Government—which is still again a flagrant violation of 'le droit d'auteur' so sanely and impressively outlined by the Berne Convention."

TWO "THRILLERS" BY POPULAR AUTHORS

In reviewing together "The Pagan Madonna" by Harold MacGrath and "The Seeds of Enchantment" by Gilbert Frankau the editor of Bookseller and Stationer might be permitted to explain that he does so because of the fact that both books are published by S. B. Gundy, Toronto, are somewhat alike as to contents and cover, are bound in almost the same manner and are, in fact, as close to being companion books as any two books turned out by different authors could be.

The well-known MacGrath strain is conspicuous throughout "The Pagan Madonna," which fact in itself will likely make the book a favorite with the admirers of this writer. The heroine of the tale is an American girl who seeks adventure in Shanghai and—finds it. Following the purchase of a string of glass beads in a curio shop comes a kidnapping and from this point on "things move with a rush." The clash of elemental passions is featured by the author who tells in a highly entertaining manner what happens when Chance, "the blind Madonna of the pagan," takes a hand in the movements of a select coterie of fair women and brave men.

"The Seeds of Enchantment" has also to do with the land of Indo-China. The book is a recital of the strange, exotic adventures of the descendants of a number of adventurous French colonists lost in the interior of Indo-China. These descendants of the original band preserved through centuries their ways of life but occasionally individuals broke through to the outer world and it was the sight of one of them—a woman—that led to an investigating trip through the enchanted land. This should be sufficient indication to the dealer of the color, romance and general all-around fascination of this strange novel.

REPLETE WITH THRILLS

In "The Chestermarke Instinct" J. S. Fletcher Scores Again

Every bookseller in the country has customers who are always on the look-out for snappy detective stories. The more thrills there are the better they like it. In "The Chestermarke Instinct" by J. S. Fletcher (The Macmillan Company of Canada, price $2) there are thrills galore and in so entertaining a style is the plot unfolded that the reader will be loath to relinquish his hold on the book until it is finished and just as loath to see it come to an end. This latest Fletcher novel hinges on the extraordinary and inexplicable disappearance of the manager of a country bank. Not until the end of the story can the reader do more than hazard a guess as to whether the missing man has met with foul play or has defaulted. Some smart detective work is outlined throughout the narrative and from first to last considerable interest centres in the instinct of the Chestermarkes. It is a mystery story of a high order—as good as any Mr. Fletcher has written and as the author of "The Middle Temple Murder" and "The Orange Yellow Diamond," this gentleman needs no introduction.

Every Man His Own Show Card Writer

Pointers for the Beginner

IT IS now recognized by nearly every retail merchant that, as a sale medium, the neatly lettered, properly worded show card has won for itself a definite place in modern merchandising methods. It is, briefly, the merchant's best silent salesman.

The purpose of this article, however, is not to dwell upon the "whys and wherefores," or the reasons for the wide-spread use of the show card, but to present in as clear and simplified a manner as possible the methods and means employed by the present-day card-writer.

Persistent Practice Needed

Of course, it will readily be understood that the ability to make a snappy, clean-cut display card is not acquired overnight or in two or three weeks, but by careful and persistent practice of the alphabets presented with this article, the student will be able in a reasonably short time to turn out good sales promoting cards.

Naturally, the first question asked by the beginner is "What kind of brushes, pens and colors shall I use?" Fortunately the materials needed for show cards are few and I would advise you to procure only the best and proper tools for this work. Although the brushes recommended may cost a little more than other cheaper varieties, you will find that, like everything else, the best is the cheapest in the end, producing better results in every way.

The following is a list of materials which will be found all that is required for the production of any every-day style of card needed.

Three (Devoe's or Bissell's) red sable show card brushes, Nos. 10, 12 and 16.

One set (5) of Style "B" Speedball Pens, assorted.

One (only) Esterbrook Lettering Pen (largest size.)

Three 2-ounce jars Devoe's Show Card Color (Black, White and Light Red.)

One small bottle Higgins' Black India Ink.

One Art-Gum.

One Straight Ruler.

It may surprise you to note that only three brushes are mentioned in the above list of materials, but I have found in actual experience that these brush sizes are quite sufficient when used in combination with the speed-ball pens, which are, by the way, the greatest little time-savers now in use for card lettering.

Always at Your Service

Devoe's or Bissell's brushes are, in my opinion, best suited for general card purposes. They are made of the finest red sable and are numbered according to size or width of stroke, as previously mentioned. You will find that Nos. 10, 12 and 16 are the most suitable to start operations with. These brushes can be obtained from any artist's supply house. If you have any difficulty in obtaining materials in your district I can easily procure them for you at the prevailing rates. A note to the editor is all that is necessary.

Your outfit is not complete without a set of speed-ball pens; these pens are made in five sizes and are fitted with a ink retainer which permits a steady flow of ink to the lettering surface. They are very easy to manipulate and are used almost exclusively by professional card writers for the smaller lettering; they work best when used with India ink. For price tickets and small cards I would advise you to use the speed-ball in preference to the brush. It will be found in most cases to work easier and faster than the brush and you will also require less practice to become proficient with the speed-ball pen by reason of the adaptable design of its lettering point, which automatically produces clean-cut strokes of even width with rounded terminals.

Practise With the Brush

Show card colors are put up in glass jars, the smallest being the 2-ounce jar; this size is the most convenient, taking up little space on the working table.

Procure a few sheets of any smooth surface paper, plain manilla wrapping paper or ordinary white drug paper will do. Rule faint horizontal pencil lines across the paper about three inches apart for the letters and brush strokes and leave a space of an inch or so between each line of lettering. You can, of course, use your own judgment on this. The main idea is to give yourself enough space to allow for a free uncramped movement of the brush.

Hold the brush between the thumb and forefinger much in the same manner as you would hold a pen or pencil, only a little more upright. Hold close down to the hair which will give you better command of the brush. Too much cannot be said on the importance and advisability of having a good flat chisel like edge on the brush before beginning a stroke or letter. No matter how expert in lettering an individual may be unless he has the brush in proper shape it is next to impossible for him to execute any quick single-stroke letter without "patching" or "doctoring" up afterward.

"Single-Stroke" Route

Do not attempt to make an alphabet by laboriously outlining each letter. Alphabets requiring this treatment are seldom used by the cardwriter. Most show card alphabets are made via the "single-stroke" route. The term "single-stroke," of course, does not mean that each letter is completed in one stroke, but that each constructive stroke or part of the letter is executed by one sweep of the brush. Before attempting to letter the large alphabet shown in this issue you would do well to practise the constructive strokes. By diligent practice of these strokes you will gradually gain confidence and steadiness which will make easier for you the lettering of the alphabet itself.

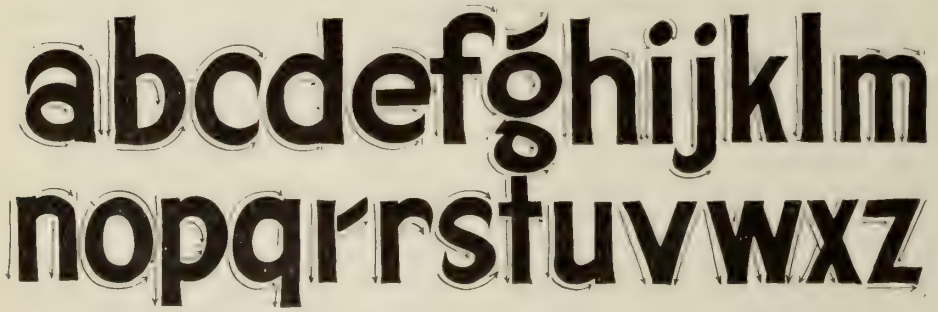


PLATE 101 — PLAIN GOTHIC (LOWER CASE)

JR



The big alphabet is commonly called ain Gothic (upper case or capitals) and is e of the most widely used by the card- iter. Determine to master this alphabet d you will find the other alphabets com- ratively easy.

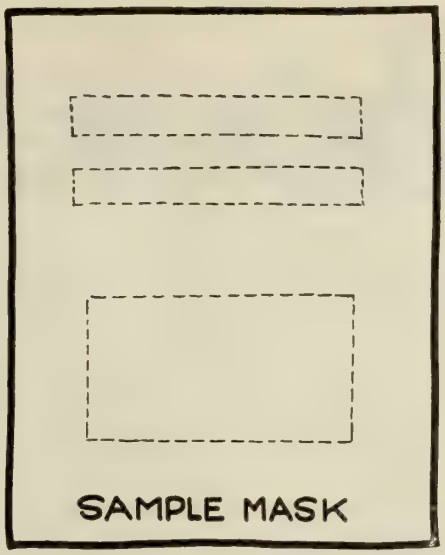
It is a mistake to practise too carefully in a hesitating manner. Boldness of oke is all-important. Try to cultivate a derately rapid even stroke right from the rt. Don't just dip your brush in the color d proceed to practise but stroke it on a lette (a piece of cardboard will serve) til a flat, chisel-edge is obtained.

Regarding cardboard—you can obtain supply at any wholesale paper house. is made in standard size sheets coated ite; 22 x 28 inches is known as a full eet. It is also made in the larger 30 x 40 h size in varied thicknesses or plys. ther 8 or 10 ply is suitable for show cards. Here I now present for your consideration d practice the lower case or small letters of plain Gothic alphabet. (Plate 101.)

As you will observe from Plate No. 1 all elements of the alphabet are made her on the down-stroke of the brush from left to right (see direction of ar- ws on plate.) I use a No. 12 brush for this habet. Try practising with the No. 12 sh; it is a good medium size and pro- ces stocky "well fed" letters.

As you know, there are 1,001 differ- t styles of lettering, designs, shading, amentation and fancy scrolls used by ferent cardwriters; in fact, every card- iter has a style peculiar to his own in- iduality.

Your best plan is to get familiar and oficient in the production of the good in every-day alphabets, have them roughly mastered from A to Z; then u will be prepared to acquire a fuller owledge of the advanced stages of rdwriting such as: arrangement, lay- ts, color combinations, contrasts, etc.



Cut out on dotted lines. Place over Price Ticket and pencil lay-out.

The subject of "arrangement" or "lay-out," as it is commonly called, is a large one and will be dealt with in later articles as the series progresses.

It is a well-known fact that a well-balanced, artistically arranged card, even though the lettering itself is indifferent, is far more pleasing to the eye than a card well-lettered but badly spaced.

Here are a few simple rules to follow in laying out the inscription on a card; follow them out carefully and you cannot go far wrong:

First, rule a pencil line right down the centre of the card; by so doing you will be able to balance the wording properly.

Keep all your lettering well centred.

Do not overcrowd the card with lettering but leave a generous margin or white space all around.

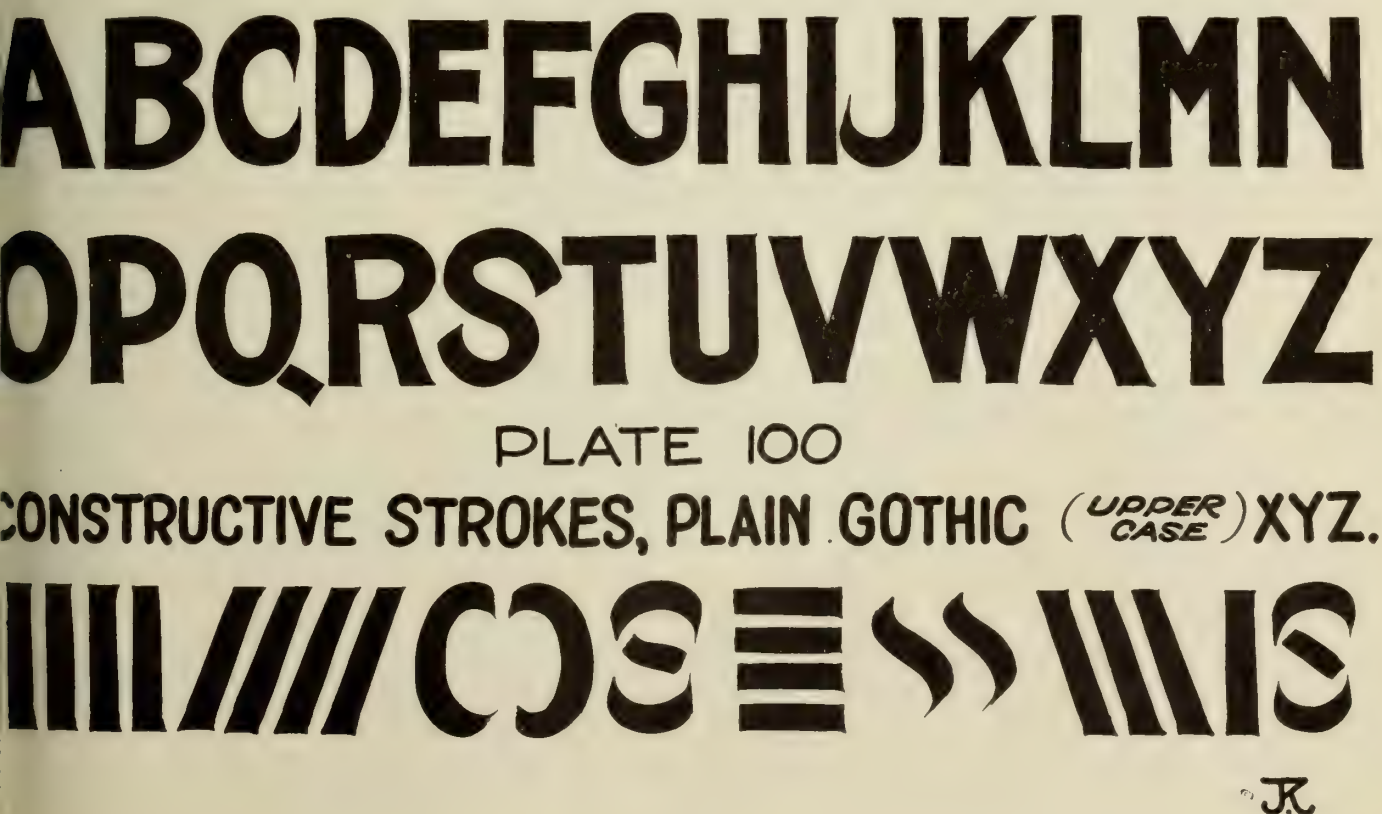
Some beginners have the mistaken idea that a good show card consists of a creation in multi-colored hues and elaborate decorative schemes. Cards of this order tend to give the average passer-by the same impression he registers on seeing a "loud" necktie or a circus advertisement. In truth the manifestations of so-called art by some beginners actually border on the burlesque. The moral is—steer clear of using vivid colors on show cards unless you fully understand color harmony. Of course, on special occasions and holiday seasons appropriate colors and suitable simple decorations are to be commended.

St. Patrick's Day, Valentine Day, Easter, Hallowe'en and the Christmas season give the cardwriter an opportunity to display his originality in the matter of attractive, seasonably decorated cards.

In practising lower-case letters, whether it be brush or pen alphabets, it is wise to rule a horizontal pencil line above and below the guide lines proper. This will enable you to make all letters uniform that extend below or above the regular lines; take for example the letters b, d, h, l, g, j, y, and the others of a like nature.

When you require to make a large number of price cards at one time bearing, perhaps, one or two lines of lettering and the price, it is a good plan to make a mask or lay-out to serve for all the price cards to be written.

To make the mask (figure of which is shown) is a matter of but a few moments and you will find it to be a great time-saver also in making your tickets uniform in appearance.





Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

INCREASED VOCABULARY

Professor Ernest Weekley, whose works on Words have attracted so much interest among scholars and others, has prepared "An Etymological Dictionary of Modern English," which Mr. Murray, 50 Albemarle Street, London, is to publish shortly. This work embraces a much larger vocabulary than has been handled by previous etymologists and pays special attention to the colloquialisms which, to the curious mind, are often of more interest than the established literary language.

Toronto Houses Promise Several New Books Soon

Several new books are promised for late summer and early fall by Toronto publishing houses.

The Ryerson Press announces that in August Harold Bell Wright's "Helen of the Old House" will be ready for distribution.

Jack Miner's new book will also be published in the Fall by the Ryerson Press in collaboration with one of the American houses. This book will be just as Mr. Miner wrote it—bright and fresh with all kinds of typical "Minerisms."

Prior to sailing for the Old Land from New York S. B. Gundy wired his firm in Toronto that "Her Father's Daugther," the new Gene Stratton Porter book, would be ready for publication on August 17. The scene of this book, which is the first Porter product since 1918, is laid in California.

The Macmillan Company of Canada is publishing this month a new book by Owen Wister, entitled, "Our Fight, Too." "The Straight Deal" or "The Ancient Grudge" was Wister's big seller last year.

The Macmillan Company also announces the publication of "The Man Who Did The Right Thing," by Sir Harry Johnston. This book is now being distributed.

MRS. PORTER EXPLORES

Mrs. Gene Stratton-Porter writes her publishers, Doubleday, Page & Company, that she is at work on a new book, a novel of the outdoors with its setting in California. Mrs. Porter has found and identified all but 93 of the botanical specimens listed in California.

STORY OF TWO CHILDREN

"The Shield of Silence," Harriet T. Comstock's new novel which Doubleday, Page & Company published on March 30, is a startling book in which inheritance fails to distinguish between the two children of the story, fails to brand the waif and mark the daughter of a blue blooded line.

CECIL ADAIR'S LATEST

Cecil Adair has just returned to England after prolonged travel abroad. This popular writer of the "Joy" novels has the true artist's feeling for all that is beautiful in nature, and the glories of these far-off lands come vividly before the reader in "The Azure Lake," which Stanley Paul & Company expect to publish almost immediately.

PUBLISHED IN U.S.A.

Messrs. Stanley Paul & Company announce that "Royal Romances and Tragedies," by Charles Kingston, just published by them, will be published in the United States by Brentano's, and "Pip, Squeak and Wilfred," by "Uncle Dick," and "Practical Hints on Training for the Stage," by Agnes Platt, will be published by Messrs. E. P. Dutton & Company, of New York.

NEW NAT GOULD NOVELS

Messrs. John Long, Haymarket, London, S.W. 1, are arranging to bring out entirely new long novels by Nat Gould at the extraordinary low price of 2s net, bound. This is a departure unique in the annals of publishing. Messrs. John Long announce that during the spring and summer they will issue no less than seven such novels. The first, entitled "In the Paddock," was published in mid-April. The volumes will each consist of 256 pages and be attractively bound and wrappered in striking pictorial jackets, the designs for which have been specially drawn by leading artists.

HOW TO PLAN A GARDEN

"The Complete Garden," by Albert Taylor, non-resident professor of Landscape Architecture at Ohio State University, was published by Doubleday, Page & Company on March 30. The volume is a compilation of Professor Taylor's knowledge, gained during years of professional practice as a landscape architect. The primary object of the book is to answer the question, "What plants can I use for a specific purpose, for a wild garden, a rock garden, a spring garden, a bog garden?"

Books on Gardening a Help to Amateurs During This Season

To the already long list of practical manuals now on the market two volumes have just been added, viz., "Hardy Border Flowers" and "A Popular Guide to Gardening."

The first explains how to prepare and plant a border of hardy flowers, and describes the plants best suited to amateurs. It is freely illustrated with plans showing exactly how to group the various flowers to secure the best color effects, and also how to plant borders with flowers of one color. Most gardeners take great delight in their mixed flower borders, and they will find this volume full of practical advice and invaluable.

The "Popular Guide" deals with the subject in such a way as to be thoroughly helpful to the amateur, and treats with every possible detail. There are hints and suggestions on fruit, flower, and vegetable growing, and chapters devoted to laying out gardens, artificial manures, pests, making pergolas and arches, etc. The book is freely illustrated with diagrams and photographs, all of which will prove instructive and helpful.

At this season of the year the two volumes should have a ready sale and booksellers will be well advised to give such publications a good window show.

NEW MACMILLAN BOOK

"Problems of a New World," by J. A. obson, is to be published in this coun- y by the Macmillan Company, 70 Bond reet, Toronto.

A NOVEL OF EGYPT

"The Love of Prince Raameses" is e title of Anthony Armstrong's new vel, which will be published at once Stanley Paul & Company. The action kes place in Egypt, and thrilling sit- tions abound.

KIPLING IN ALGERIA

Rudyard Kipling, accompanied by his fe and daughter, is spending the early ring motoring in Algeria. The north- n part of Africa has become a favorite sort of motorists who have abandoned r ravaged central Europe for the ex- lent roads and picturesque inns of geria.

TOM MASSON'S LATEST

"Well, Why Not?" is the title of omas L. Masson's book of quizzical sings on the foibles and fancies of e day which Doubleday, Page & Com- ny have just published. Every one o reads "Life" knows Mr. Masson, for has been one of its guiding spirits d a contributor for the last twenty- e years.

DRAMA OF AMERICAN LIFE

"The Guarded Heights," Wadsworth mp's new book which Doubleday, Page Company are publishing, is a de- rture from the breathless mystery ries such as "The Gray Mask" and he House of Fear" which have made rth, the young detective, as well own to magazine readers as Cleek or erlock Holmes. In this new book Mr. mp writes a story of larger sig- icance, a drama of American life when portunity of every kind invited the ring.

BEST SELLERS DURING MONTH

The numbers given opposite each name signify points, the record being carefully compiled from direct reports from retailers:

Fiction

Mysterious Rider	100
Main St.	83
The Mountebanke	75
The Valley of Silent Men	53
Jacob's Ladder	48
Sister Sue	48

Non-Fiction

The Mirrors of Downing Street	64
Outline of History	31
Prince of Wales' Book	25
Now It Can be Told	25
Golf Book	16
The Ancient Grudge	13

THE BEST FOR FRANCE

What H. L. Menchen called "one of the best novels any American has ever done" has now been translated into French in the Revue Novelle. This is Willa Cather's splendid and far-reaching novel of the prairie, "My Antonia" (Houghton Mifflin Company).

WITTE AS A DIPLOMAT

The publication of Count Witte's memoirs, which Doubleday, Page & Company have just brought out simultaneously with their publication in England, France, Spain, Russia and Germany, recalls the tribute which another great Russian, the diplomat Alexander Iswolsky, has paid to Witte as a diplomat. M. Iswolsky was neither a friend nor an unqualified admirer of the Count, but in his memoirs he says that no other man could have accomplished what Witte did in the negotiation which ended the Russo-Japanese war.

CONRAD WRITES OF HENRY JAMES

"Notes on Life and Letters," Conrad's book of essays, which Doubleday, Page & Company will bring out, is one of the most interesting books of the spring season in London, writes Hayden Church. "One of the subjects of these essays," he says, "will be the late Henry James, for whose work Conrad has the greatest admiration."

FENCE POSTS IN COLORADO

J. Allan Dunn, whose new romance of the West, "The Man Trap," has just been published by Doubleday, Page & Company, remarks that the thorny eactus on which Dr. Stephen Leacock loves to put the heroes of his nonsense novels to sleep, is no joke to the old timers who have struggled to raise cattle on ranches that would only support fence posts.

A STORY OF HORRORS

"At last," says Heywood Broun, "we have come upon a horror which horrifies, a mystery which mystifies. The book which fulfils this description is 'The Grey Room,' by Eden Phillpotts, published by the Macmillan Company. It is far and away the best book of the sort which we have read in several seasons. 'The Grey Room' is quite outside the usual mood and method of Phillpotts."

CANADIAN SOLDIER IN TALE

Doubleday, Page & Company have just published "Love of Long Ago," a book by Marie Corelli, the English novelist whose "Vendetta" and "Romance of Two Worlds" are as well known in America as in her own country. This is a collection of thirteen short stories, of which the longest is the "Love of Long Ago," an old-fashioned tale of the old-fashioned love that endures beyond the grave. "The Boy" is an episode of a Canadian soldier and a "painted lady."

Demand for School Text Books is on the Increase; "Greater Thirst For Education Now," Says J. S. Irwin

That the demand for school text books has increased considerably since the war is the opinion of J. S. Irwin, in charge of the educational department of S. B. Gundy, Richmond Street, Toronto, Ont. Mr. Irwin is a close follower of and an ardent enthusiast over things educational and in conversation with the editor of "Bookseller and Sationer" he made it plain that there seems to-day to be a more extensive interest in educational matters than ever before.

"Two years ago the registration more than doubled," said Mr. Irwin, adding: "It kept up well, too, last year so that where we used to sell 250 copies of a book we now sell 500 to 600 copies. There has certainly been a big increase in the attendance at high schools and it would appear as though the war had given an impetus to education."

Continuing, Mr. Irwin spoke of a boy of his acquainta nce who would not study nor take any interest whatever in school. When he went overseas, though, he marvelled at his own ignorance and learned the value of education. Consequently, he lost no time on his return in "brushing up."

"In a new country such as this," went on Mr. Irwin, "we are too apt to gauge education by dollars and cents. But while overseas our young men saw the culture of the Old Land. A decided impetus was undoubtedly given to the study of French and German is coming back slowly. This increased desire for education and consequent increase of the demand for school books is something for which we have the war to thank."

TRADE'S ACTIVITIES IN TABLOID

Niagara Man Passes.—E. P. Healey, of Niagara-on-the-Lake, Ont., is dead.

Change of Ownership.—J. T. Coan, of The Pas, Manitoba, has been succeeded by Coan and Robertson.

Store Changes Hands.—John Talson, of Highgate, Ont., has sold out to J. S. Gillis and B. A. Gladstone.

Ottawa Store Goes.—The Gleke Book Store, of Ottawa, Ont., has been sold out to T. B. George and Company.

Firm Changes Name.—The National Typewriter Co., Ltd., has changed its name to National Stationers, Ltd.

Called on Publishers.—W. K. Ireland, bookseller and stationer, of Owen Sound, Ont., was in Toronto on a business trip recently.

Succeeded by a Woman.—Mrs. W. J. E. Johnston, of Toronto, Ont., has been succeeded in the stationery and toy business by Mrs. Butcher.

Visits Maritimes Dealers.—W. E. Mainprice, of the S. B. Gundy Publishing House, Toronto, Ont., left about two weeks ago to call on the trade in the Maritimes.

New Canadian Agency.—The Kohinoor Pencil Company, Inc., have established a Canadian agency with A. J. McRae, 23 Scott Street, Toronto, Ont.

Change of Name.—The book and stationery business carried on by Walter Bale in Hamilton, Ont., has changed its name, Ernest W. Bale being admitted to partnership and the firm being now known as Bale and Son.

Canadian Pencils Chosen.—The trade will be interested in learning that made-in-Canada pencils have been chosen this year by the Toronto School Board, a jobber for these pencils having been awarded the contract. The pencils in question are made by Willam Cane and Sons Company, of Newmarket, Ont.

Compiling New Hymnal.—The Missionary Departments of the Methodist and Presbyterian Churches, says E. W. Moore, of The Ryerson Press, are compiling a new hymn book for the Ukrainian people in Canada. This is being made up of hymns—250 of them—common to the Methodist and Presbyterian hymn books. It will probably be printed and bound by The Ryerson Press.

Agents wanted by leading English manufacturers of fancy leather goods for both Eastern and Western territory. Good connection indispensable. Reference to good English house required.

Box No. 94, The Bookseller and Stationer, c/o MacLean's, 88 Fleet St., London, England.

Toronto Man Dies.—S. Cleland, of Toronto, is dead.

J. S. Irwin's Opinion.—Says Mr. Irwin, of the S. B. Gundy Educational Department: "Count Witte's book should be one of the best of the year for that class of literature. It is a real story of history behind the scenes or in the making."

En Route to Canada.—R. S. Setten, head of Setten and Durward, Birmingham, England, is expected to be in Toronto about the middle of the month to confer with A. R. MacDougall and Company. He returns to England on June 7. Mr. MacDougall sails May 20 for a ten-weeks visit in England and Belgium.



H. R. McCLEARY,

who has joined the Boorum and Pease Company as associate sales manager. Mr. McCleary is devoting himself to the loose leaf device line of the business. Mr. McCleary was formerly with the Irving-Pitt Manufacturing Company for more than ten years and he also spent about the same length of time with the Baker-Vawter Company.

On Trip to Old Land.—S. B. Gu y, publisher, sailed from New York on he "Olympic" recently. He will not li ly return to Toronto until June.

Sailed on "Olympic."—Ernest W. W k-er, salesmanager for the Ryerson P ss sailed from New York on the "Olym c" on his annual trip to England.

Would Revise Bible.—H. G. Wells w ts the Bible revised and brought up-to-e But has Rev. Billy Sunday the time? ks the Toronto Mail and Empire.

English Playwright Dead. — F. C Philips, the novelist, is dead. He ns born February 3, 1849, and was the thor of many books, some of which re adapted for the stage. "As in a Loo ng Glass" by Mr. Philips, was the first l g-lish production in Paris by Sarah E n-hardt.

Geo. A. Begy Dead.—Geo. A. Begy p-praiser of customs for the port of St. Catharines, and a member of the fir of Begy and Co., died recently. Some y rs ago he was connected with the cont ct-ing firms of Guarson, Purcer and o., Larkin, Sangster Co., Neelon and Mc-Mahon.

A New Joshua.—A colored gentle an named Joshua Johnson was arreste for making whisky. When his case was ll-ed the judge jokingly asked him if he was any relation to the Joshua that r de the sun stand still.

"No, sah," replied Joshua, "I'se no 'lation to dat guy, but I'se the real ne 'riginal Joshua that made de m n-shine."—Boys' Life.

Mrs Bale Deceased.—The trade will hear with regret of the death of Mrs Walter Bale, of Hamilton, Ont., aft a long illness. As long as her health p rmitted she took a deep and active in-est in the book and stationery busi ss of her husband and will, in consequence, be greatly missed by the representa ves of the different houses with whom Mr Bale did business.

Library for Haileybury.—A deter in-ed effort is being made by those in er-ested in the general welfare of the t wn to have a permanent Public Library re-established in Haileybury. Recent a representative of the Ontario Publi Li-braries Association, Mr. Herbert of To-onto, was in town conferring with the officials who had charge of the old li-brary.

Flags and Fireworks.—The Bloor Gift Shop, 1152 Bloor St., W., Toronto, has been displaying flags and fireworks for May 24th. One window was given over to business envelopes, boxed stationery, confetti, birthday cards and correspondence cards.

Thos. Allen in Winnipeg.—Thomas Allen, Toronto publisher, has been in Winnipeg on business for a short time.

Taking Inventory. — The stationer's game is an awful game,
If you don't take inventory.
If you don't know cost,
Your store is lost,
And your profit gone to glory.—*Exchange.*

More Reading Noted.—Chief Librarian Geo. H. Locke, of Toronto, reports a great increase in the number of books borrowed from the city libraries during March. The increase over the same month last year was 30,855. In the month just gone 180,804 books were taken out, as compared with 149,949 in March, 1920. For the first three months of this year, 109,749 more issues were made than in the same period of 1920.

European Conditions. — "Balkanized Europe" is the title of a book written by Paul Scott Mowrer, which has just appeared on the market, published by E. P. Dutton and Company. Mr. Mowrer is an American correspondent in Europe. After a dozen years on the Continent, Mr. Mowrer is in a good position to discuss European conditions.

On Business Trip.—Wm. McClelland, of McClelland and Stewart, Toronto, Ont., has returned from a short business visit in New York.

An Informative Book.—For the purpose of directing attention to Canada and attracting overseas capital and the right kind of immigrants the census and progress number of "Canada To-day," a large book containing information concerning every city and large town in Canada, will soon be turned out by the Canadian Newspaper Company of Montreal.

Nominated for Post On Western Council Of New Association



ROBERT MARTIN,

of Regina, Sask., who on Sunday, May 8, celebrates his fiftieth year in business. Starting up first in the drug business, Mr. Martin later joined forces with Peter Lamont, the leading stationer of Regina, and the business has since been known as the Canada Drug and Book Company. Mr. Martin is the pioneer business man of Regina, having been over 36 years in business in that city alone. He was mayor of the old town of Regina in 1894, mayor of the city in 1913-14, an alderman for thirteen years and school trustee for two years. The present Premier of Saskatchewan is a nephew.

Novelist is Invited.—Miss Willa Siebert Cather, the novelist has been invited by the Toronto Women's Press Club to be the guest of honor at a tea on May 10.

Fine Time for Vamps.—Publisher — I think your book might go if you had a more up-to-date heroine.

Bestseller—That sounds like a good idea. I'll revamp it.—*Life.*

Authoress in Toronto.—A distinguished visitor in Toronto recently was Miss Willa Cather, the author of "Youth and the Bright Medusa." Miss Cather on a previous visit to Toronto wrote part of her famous book while the guest of Mr. and Mrs. Hambourg, St. Vincent Street, with whom she is now spending a few weeks. Other books that Miss Cather has written are "My Antonia," "O Pioneers," and "The Song of the Lark."

A Startling Book.—That Haig, Petain and Robertson conspired against Foch and through motives of jealousy did their best to lose the war is one of the charges made by Captain Peter E. Wright in a book just published in England. A summary by J. L. Balderson, editor of the London *Outlook*, of this sensational volume was cabled recently to the New York *World*, and furnishes rather a startling article.

Mrs. Ethel Stark Dead.—After a long illness Mrs. Ethel Stark, wife of W. M. Stark, partner in the firm of Stark Bros., grain dealers, died at her home, 538 Sherbourne street, Toronto, recently. Mrs. Stark was born in Toronto, 66 years ago and was the daughter of the late W. W. Copp, founder of the publishing firm of Copp, Clark & Co., formerly being known as Miss Ethel Copp. She was a constant attendant of Westminster Presbyterian Church and was connected with many activities there. She was well known to a large circle of friends. Surviving are her husband, one son, W. Redver Stark, an artist, and two daughters, Mrs. Gordon Davies and Miss Muriel Stark.

First Convention To Be Held On Friday, August 26

Friday, August 26th, is the date that has been set for the holding in Toronto, Ont., of the first convention of the newly-formed Canadian Booksellers' and Stationers' Association. An effort is being put forward to have at least a hundred present on that date.

C. L. Nelles, of Guelph, as announced in the April issue of Bookseller and Stationer, is president of the association; A. H. Jarvis, of Ottawa, is first vice-president and F. E. Osborne, of Calgary, Alta., and J. E. Secord, of St. John, N.B., are second and third vice-presidents respectively.

Nominations for provincial representatives on the Executive Board, as received so far, are as follows:

British Columbia—W. H. Bone, Victoria; D. McRae, Prince Rupert; James Allen, Vancouver; G. S. Forsyth, Vancouver.

Saskatchewan—Robert Martin, Regina; L. S. Parrott, Saskatoon; and Fred. Pierce, Moose Jaw.

Manitoba—Lisgar Lang, Winnipeg.

Ontario—William Tyrrell, Toront; R. O. Smith, Orillia, and F. H. Chapple, Galt.

Quebec—A. T. Chapman, Montreal; Henry Burton, Montreal, and Charles Phelan, Montreal.

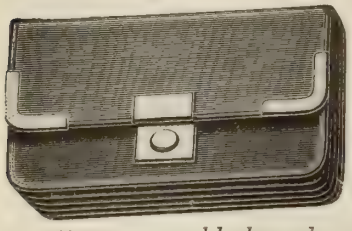
New Brunswick—Miss Hattie Tweedie, Moncton; Harold McMurray, Fredericton.

Nova Scotia—T. E. Walsh, Halifax; E. J. Vickery, Yarmouth.

The elections are being conducted by mail, the poll closing on May 16th. Lisgar Lang, of Winnipeg, Man., it appears, is to be the only one elected by acclamation.

NEW GOODS—MISCELLANEOUS—NOVELTIES

NEW LONDON HANDBAGS



Latest pattern—enamel locks and mounts.



Back, bottom gusset and front are all of one piece.

Harper Woodhead & Co., 34, 36 and 38, Provost street, City Road, N., London Eng., have a large range of new hand-bags, purses, bill cases, pocket books, etc., for ladies in morocco, velvet calf and other leathers. A special feature of their handbags is that the back, bottom gusset, and front are of one piece of leather, adding greatly to the strength and durability of the bag. This firm is showing some artistic fancy goods, particularly an attractive series of purses with enamel locks and mounts.

SHOW CARD WRITING

Continued from page 45

Cut a piece of card to the size of price card you desire (3 in. x 5 in. or 5 in. x 7 in. are good sizes for counter displays) then rule the pencil guide lines for the lettering and the price, cut with a sharp knife on the lines as shown on diagram herein and your mask is ready for use.

Familiarize yourself with the brush and pen numerals in Plate 102; these were executed via the single stroke route shown, with the exception of the thick and thin numerals which you will observe consist of double pen strokes.

In pen lettering hold the pen in a position so that the ball point rests flat on the card surface. Execute all strokes with a firm yet free, even movement.

Speed-ball pens will fit any ordinary pen-holder and when they become clogged with evaporated ink scrape clean with a pocket knife, making them as good as new.

A Great Boston Publisher Passes; George H. Mifflin Will Be Missed

IN THE death of George Harrison Mifflin the publishing world loses one of its most able and honored representatives, who for over fifty years had been associated with the foremost interests in the field of books, and Boston has lost a successful exemplar of its highest publishing traditions. Mr. Mifflin's natural ability and long experience made him a vital force in his business, and his keen judgment and solid business principles were prized by all who came in contact with him. He looked for sterling qualities in the men that he chose to have about him; and in the publication field he sought for books which should redound to the credit of his house and should take their places as genuine contributions to literature. He was proud of the quality of the books which his firm produced, and loved to show with pride some volume of permament value, fittingly dressed—with paper, printing and illustrations worthy of its contents. He was equally proud of the standing of Boston in the publishing world.

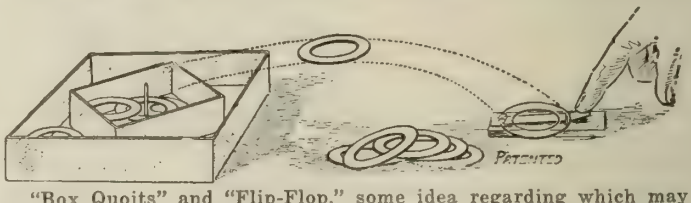
In 1867, two years after his graduation from Harvard College, and following a sojourn in Europe, Mr. Mifflin associated himself with the firm of Hurd & Houghton and soon became a guiding influence in the fortune of that house, becoming a partner in 1872, and so continuing throughout the various changes which the firm underwent; the imprint being successively Houghton, Osgood & Co., and Houghton, Mifflin & Co. Foreseeing the developments in business conditions and methods which the future was sure to bring Mr. Mifflin realized that a corporation would increase the opportunities for extending the various departments of a large publishing organization, and in 1908 the firm gave place to the corporation of Houghton Mifflin Company, with Mr. Mifflin as president. This office he held until the time of his death.

In his relationship with authors, Mr. Mifflin's responsive personality and cordial, whole-hearted manner won for him true and lasting friends, while his consideration and scrupulous justice in all financial dealings called forth their esteem and appreciation. He was a genial and delightful host, and his homes at Andover, Nahant, and also in Boston were centres of generous hospitality. If his untiring devotion to his task of building up a great publishing house prevented him from participating in outside interests, or figuring in public offices, it did not lessen his patriotism and public spirit, or keep him from the exercise of unfailing friendship and from countless kindly benefactions which are remembered in many grateful hearts. He came of a distinguished ancestry, and steadfastly upheld the traditions of his race. He was a man of the most absolute business integrity, adhering to the highest ideals in his work, and in the standard that he set for his associates; truly exemplifying the motto of his house, reprinted upon every title page, *Tout bien ou rien.*—Boston *Transcript*

NEW CALENDAR STAND

Kimpton, Haupt & Co., of New York announce that they have changed their No. 1 Handy Calendar Stand from cast iron to heavy stamped metal. One reason for this change was improvement in usefulness and appearance. The thumb depression at the front of the pencil rest allows easy grasp of the pad for running the sheets quickly, and in finding a book page, to locate particular dates for future memoranda.

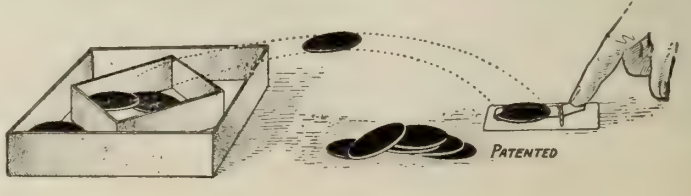
New Games For Indoors Now On Market



"Box Quoits" and "Flip-Flop," some idea regarding which may be secured from the illustrations presented, are new lines just offered by McClelland and Stewart, 215 Victoria Street, Toronto, Ont.

The "Flip-Flop" consists of a metal shooter and five pressed fibre disks put up in an attractive colored box, 4 x 4 inches in size. The idea is to flip the disks into the box, 5 or 10 points being awarded the player according to his skill. The price is 25 cents.

The Game of Box Quoits (50 cents) consists of a shooter (metal) and five pressed fibre quoits, put up in an attractive box, size 6 x 6 inches. The idea is to shoot the quoits into the box, or to ring them over the centre post, 5 or 10 points being awarded to the player according to his skill. A splendid indoor game, suitable for any number of players.



WELDON ROBERTS
Rubber Erasers

Long ago knowing stationers agreed that with our collection of 88 styles of World's Quality Standard Erasers, they could satisfy every demand.

Erasers For Every Purpose.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

HANDLE "SELLERS"

Business Men are buying as never before

MOORE PUSH-MAPTACKS

19 Distinctive and Fast Colors on solid spherical glass heads, made with sharp, strong, tool-tempered, steel points that will not mar the finest Maps, Charts, etc., and will not fade.

Large Profits—Great Demand

Most Complete Line of

CELLULOID COVERED THUMBTACKS

Red, White, Blue, Yellow, Green, Brown Colors

MARKING, ALPHABETICAL, NUMBERED, PRICE, ETC.

Attendance Chart for Organizations, Societies and Clubs; Immensely Interesting. Send for One.

Discounts and Price Lists Furnished.

MOORE PUSH-PIN CO.

(Wayne Junction) Philadelphia, Pa.

Manufacturers of the World-Famous

MOORE PUSH-PINS
PUSH-LESS HANGERS
PUSH THUMBTACKS
Etc.



School Bags



Made in Canada
By Canadian Workmen
For Canadian Children

Catalogue Upon Request

LIBRAIRE BEAUCHEMIN, LIMITED
Manufacturing Stationers
79 St. James Street, Montreal

GET THE BEST! BLOTTING PAPER

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

LUCKETT'S
STERLING
— LINE —

MADE-IN-CANADA



A NEW MEMO

STYLE VR—Something new—something good. A solid Sterluck memo cover. No linings, no boards. Very flexible. Waterproof.

Sterluck is the very best "made" leather. The quality used in Style VR is extra heavy, double coated, and beautifully grained on both sides. A bright deep black in color.

These books can be folded, rolled or dipped in water. They will wear far better than any ordinary leather or imitation leather, yet the price is no more than the usual imitation leather book.

PRICE LIST

END OPEN				SIDE OPEN			
No.	Sheet Size	Cover	Complete	No.	Sheet Size	Cover	Complete
3300	2 x 4	$1.00	$1.60	3311	4½ x 2	$1.10	$1.70
3302	2½ x 4½	1.20	1.80	3312	4½ x 2½	1.20	1.80
3303	3 x 5	1.40	2.10	3313	5 x 3	1.40	2.10
3304	3½ x 6	1.60	2.35	3314	6 x 3½	1.60	2.35
3305	3¾ x 6¾	1.75	2.55	3315	6¾ x 3¾	1.75	2.55
				3316	7¼ x 4¼	2.25	3.25

Complete books contain 50 sheets and an A-Z Leather Tab Index.

The above prices are list subject to regular trade discount

SEND FOR A SAMPLE

Highest Quality ***Best Value*** ***Attractive Appearance***

LUCKETT LOOSE LEAF, LIMITED

545 KING ST. WEST **TORONTO**



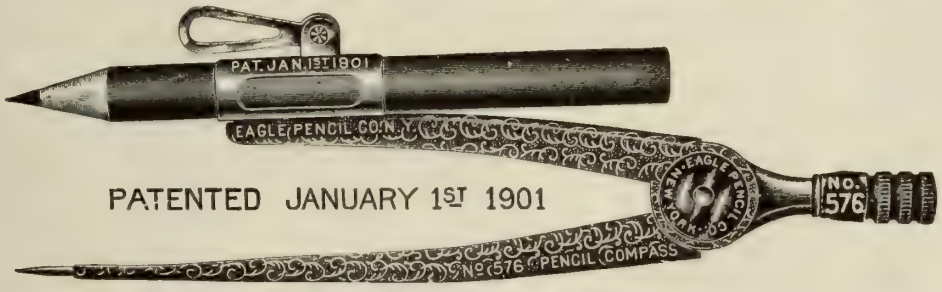
EAGLE PENCIL COMPANY

Complete Line of Compasses Ready for Prompt Delivery

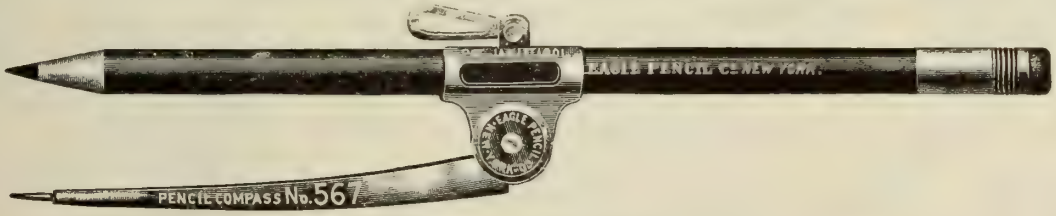
Eagle Compass and Divider No. 569



Put one in a Box with Metal Tube containing Six Refills of Lead.
569—For Architects, Draughtsmen, Artists, School Children and Mechanics, this attractive Compass will be found to be most useful and reliable in its work.



Packed One Dozen in a Box.
576—POCKET COMPASS, with pencil attachment. A very desirable article for school use. Highly finished nickel with steel joints; pencil attachment is equipped with a non-slip lever. Practical and popular.



Packed One Dozen on a Display Card.
567—Compass with Pencil 7 in. long, having metal Tip and Eraser.



Packed One Dozen on a Card.
568—SCHOOL COMPASS, Nickel Finish, with 7 in. Pencil.

EAGLE PENCIL COMPANY

General Offices:
703 East 13th Street

NEW YORK

Branch Salesroom:
1150 Broadway

To Stabilize Trade— Use Business Newspapers

"Probably the most important single factor in any business situation is the sentiment of the retail merchant.

"If he is confident as to the future, calm as to the present, his whole business policy—his buying, his advertising, his selling—will reflect that mental condition and in turn will affect the public similarly.

"If he is mentally harassed, uncertain as to the outlook, panicky as to what and when to buy, his advertising and selling methods will indicate his uncertainty, and will in turn infect others.

"Thus the manufacturer who is making intelligent use of his trade paper space has an opportunity during periods of business uncertainty to steady and reassure retail distributors, and to give them the support and confidence that they may need. Advertising in merchants' publications at this time might well reflect the determination, the confidence and the generally healthy sentiment of manufacturers regarding the future prosperity of the country and the stability of business."

—G. D. Crain, Jr., Editor of "Class."

Mr. Crain is Right

Canadian business newspapers are performing today—in this period of readjustment and of business uncertainty—a service of incalculable value to the manufacturers, wholesalers and retailers of this country.

They are, in their news and editorial columns, giving facts about business conditions which their thousands of retail readers can get from no other source.

The effectiveness of this service would be very greatly increased if it were supplemented by similar frank statements, in the form of advertising, from the manufacturers and wholesalers themselves.

There is in Canada an Association of national newspaper publishers, and of this Association a large majority of good trade papers are members.

One of the cardinal principles—and one of the conditions of membership—is the declaration by the publisher that he will "*Determine what is the highest and largest function in the field which he serves, and then strive, in every legitimate way, to promote that function.*"

Co-operation to bring about normalcy in business—a healthy condition of trade, of buying and selling—is certainly one of the ways by which the function above referred to can be promoted.

Members of this Association stand ready to afford manufacturers and wholesalers the co-operation needed and this is a time for maker and distributor to ask for co-operation.

The place, of course, to do this is through the medium of the several good business newspapers which reach progressive retailers in all lines throughout Canada.

Bookseller and Stationer is a member of the *Canadian National Newspapers and Periodicals Association* and has subscribed to the rigid standards of practice governing its membership.

The newspapers listed below are also members of the Association's Business Newspapers Section, and any information about them may be secured from the office of the Association.

Requests for information are welcomed.

CANADIAN BUSINESS NEWSPAPERS

Bookseller and Stationer
Business Review & Maritime Retailer
Canada Lumberman and Woodworker
Canadian Cigar and Tobacco Journal
Canadian Finance
Canadian Furniture World
Canadian Grocer
Canadian Hardware Journal
Canadian Insurance
Canadian Music Trades Journal
Canadian Tire and Accessory Journal
Canadian Optometrist and Optician
Canadian Woodworker and Furniture Manufacturer
Clothier and Haberdasher
The Commercial
Contract Record and Engineering Review
Dry Goods Review
Druggists' Weekly
Electric Dealer and Contractor
Footwear in Canada
Financial Post
Hardware and Metal
Le Moniteur du Commerce
Le Prix Courant
Marketing
Maritime Merchant
Men's Wear Review
Monetary Times
Motor Trade
Phonograph Journal of Canada
Printer and Publisher
Retail Grocer and Provisioner
Retail Druggist
Trader and Canadian Jeweler
Western Canada Coal Review
Western Canada Contractor
Western Lumberman
Women's Wear

Canadian National Newspapers & Periodicals Association

70 LOMBARD ST. - - TORONTO

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VENUS PENCILS



The Largest Selling Quality Pencil in the World

FEW there are, if any, who do not know and desire the surpassing quality of VENUS Drawing and Writing Pencils. They represent the world's standard by which all pencils are judged.

Made in 17 black degrees—from 6B softest to 9H hardest. Also with tip and rubber in all but the two softest degrees. Graphite, washed by a unique process; lead, scientifically compressed; cedar, selected smooth-grained.

Distinguished by the attractive VENUS watermark finish which is known to people in every civilized country.

The more exacting the work, the more do your customers appreciate the wonderful qualities of VENUS Pencils. They serve every pencil purpose best — outsell all others in their class, have no equal.

No. 3818—New—Venus round soft lead. Especially suited for stenographic and other office purposes



No. 3800

No. 3820

American Lead Pencil Co.

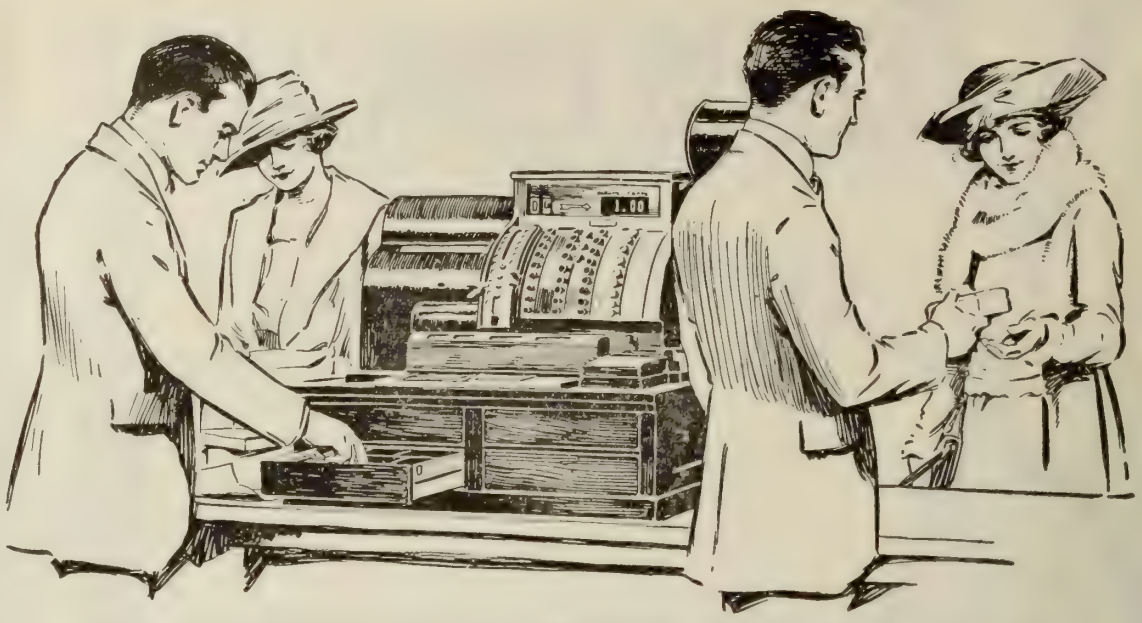
220 Fifth Avenue, New York
and London, England



17 Black Degrees—6B Softest to 9H Hardest—and All Perfect



6B 5B 4B 3B 2B B HB F H 2H 3H 4H 5H 6H 7H 8H 9H



Clerk D is making change from his cash drawer. The amount of the sale is shown at the top of the register. The other clerk is handing change and parcel to the customer. He made change from his own cash drawer.

A separate cash drawer for each clerk

This makes clerks more efficient because:

1. Each clerk is responsible for the business he handles.
2. In case of error it shows who made the mistake.
3. It gives each clerk credit for the work he does.

An up-to-date National Cash Register with separate cash drawers measures the ability of each clerk.

Up-to-date National Cash Registers are made with any number of cash drawers, from one to nine

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

OF CANADA LIMITED

The Erasers that Sell on Sight

Meet the Demand For Good Quality

by stocking the

"COLONEL"

BRITISH MADE
PENCIL & TYPE

ERASERS

The World's Best

Live stationers are stocking the "Colonel" Erasers because they can be offered with every confidence as to the reliability of the Rubber and its effective erasive quality.

Their Superior Ingredients Guarantee Eraser Perfection

Pencil Erasers, Usual Sizes



White, Pink and Green

THESE ARE MOST SYMPATHETIC IN ACTION

Quick but Not Harsh on Paper



Made in Circular, Hexagon, Triangular, and Bevel Shapes

"COLONEL" TYPEWRITER ERASERS ARE UNEQUALLED IN QUALITY.



BEVEL INK AND PENCIL ERASERS.
Made in three sizes and most convenient for office use.

"COLONEL" GREEN TRACING ERASERS.
For use on Tracing Cloth. Two sizes.

Also
WHITE AND CARMINE PENCIL BEVELS, and Combined Ink and Pencil Erasers.

Supplied Through Jobbers.

Our Distributing Agents for Canada
MENZIES & CO., LTD., 439 King St. W., TORONTO
will be glad to supply Samples and Prices.

Sole Manufacturers
St. Mungo Manufacturing Co., Ltd., Glasgow, Scotland

Contractors to H. M. Government Departments.

"Colonel" Erasers are made by the Manufacturers of the famous "Colonel" Golf Balls.

"Oak"

TOY BALLOONS

"The Line that is Never Turned Down"



Best Quality Balloon

Brilliant and Fast Colors

Prompt Delivery

Satisfaction

The Popular 100% Guarantee

Quality is guaranteed with every "OAK" balloon you buy, which means Perfect Shape, Bright Brilliant Colors, Greater Durability and Uniform Weight.

"OAK" toy balloons are manufactured by a special process which makes them the most uniform balloon on the market. No heavy ends—if they are inclined to be thick at any point—it is at the neck where the additional strength is required. A uniform rubber thickness in a balloon means larger inflation and that is what we claim for all "OAK" Balloons.

"Oak" Sanitary Package.

This is an attractive package containing the leading numbers of the "OAK" line which can be retailed at a very moderate charge. On orders of sufficient size we will imprint your own firm name on each individual envelope. "OAK" Balloons are supplied in assorted colors as follows: RED, WHITE, BLUE, YELLOW, GREEN, BLACK, etc. Colors guaranteed non-poisonous and absolutely fast.

Two Color Balloons

We are the largest manufacturers of two color balloons in America. We have made them a specialty and our line has won great popularity. They are made in several combinations of colors.



Nursery Rhyme Print

These balloons are in various colors, each imprinted with a popular nursery rhyme and suitably illustrated. The wide range of verses and illustrations make the No. 60 Nursery Rhyme Print one of the best sellers on the market.

Write for samples and prices to

STANYON SALES CO.

200-201 Board of Trade Bldg., Toronto, Ont.

Sole Distributors for CANADA

The Oak Rubber Company

Ravenna, Ohio

"MODELLIT" A Joy to Children

The Perfect Modelling Material

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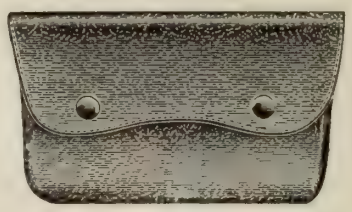
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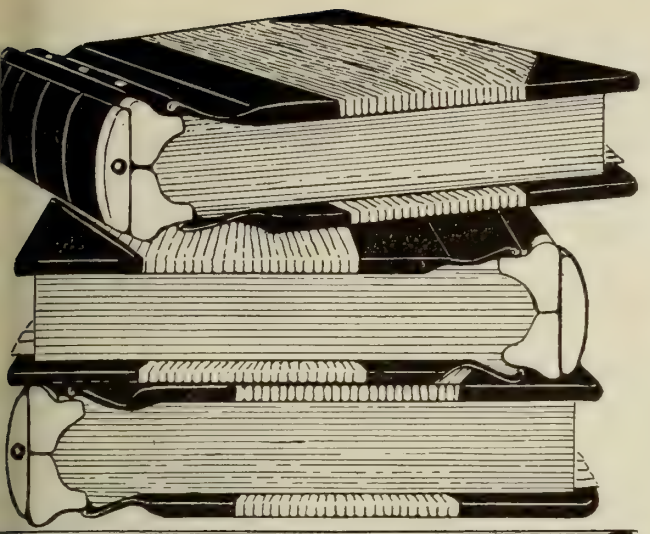


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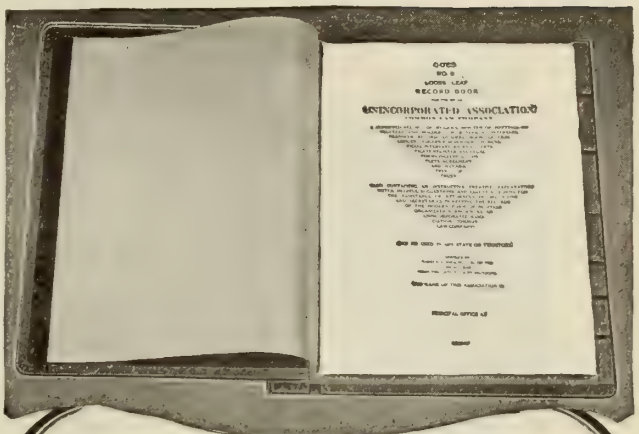
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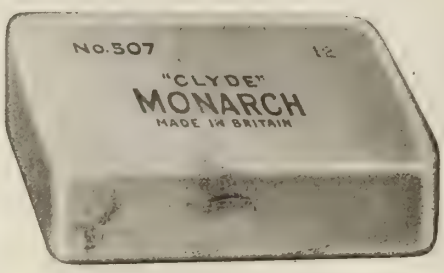


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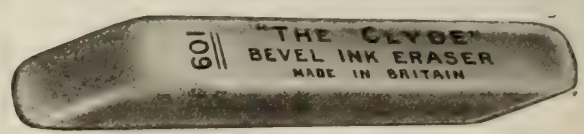
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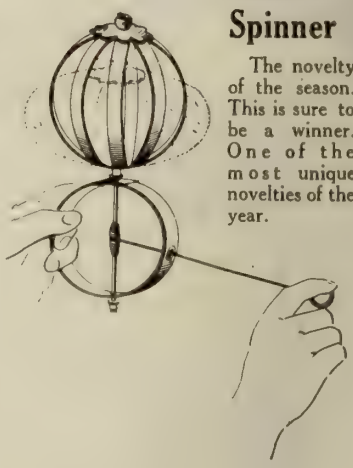
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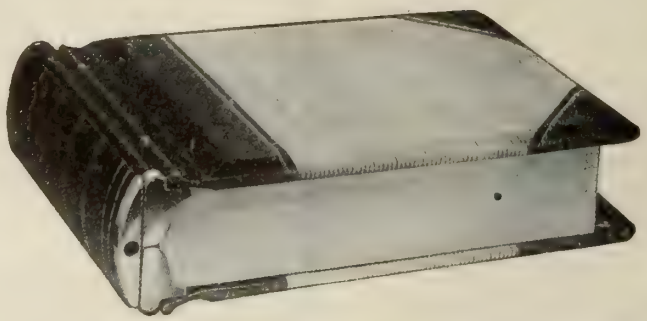
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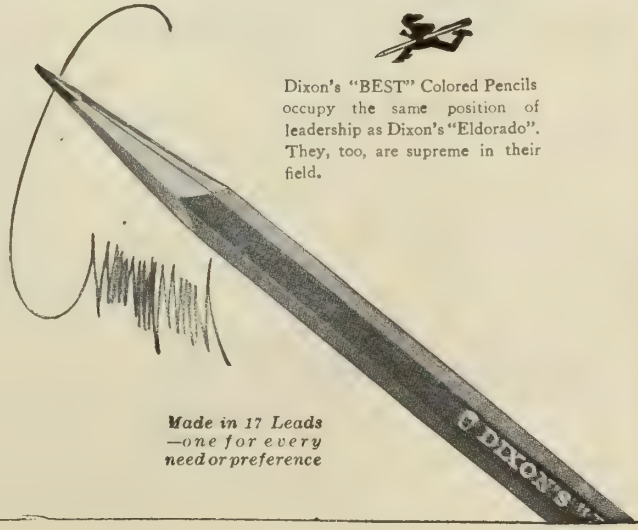
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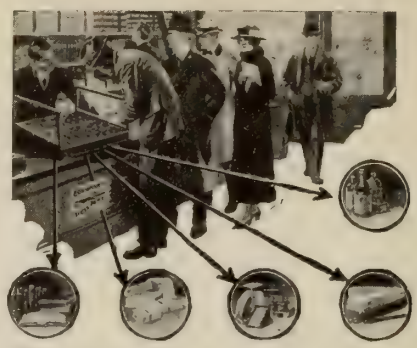
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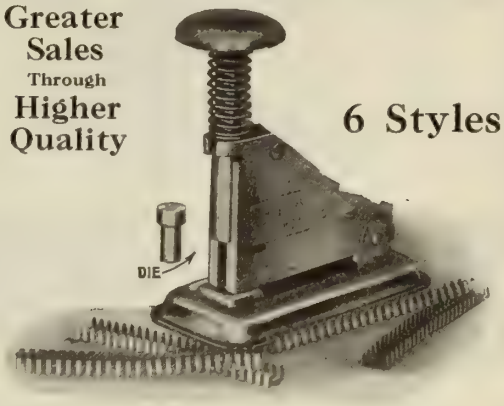
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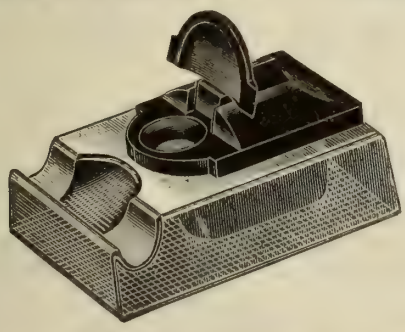
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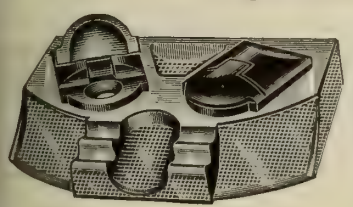
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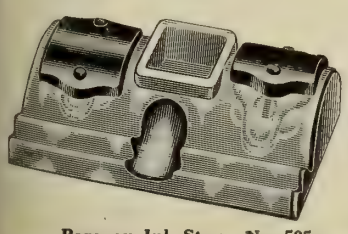
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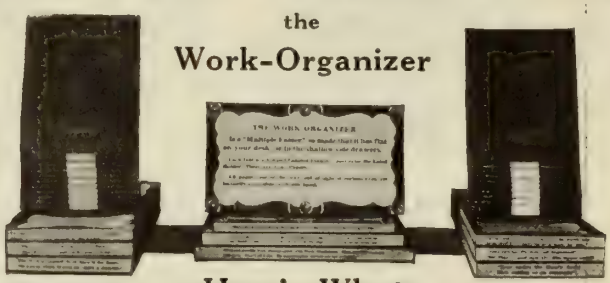
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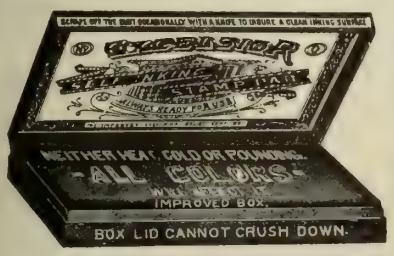
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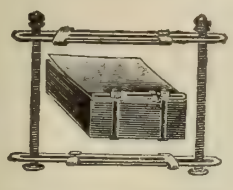
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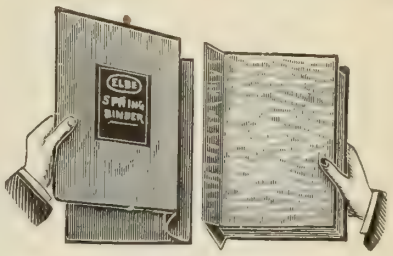
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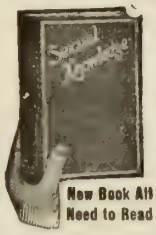
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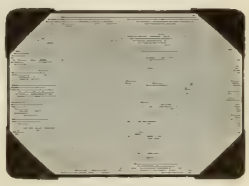
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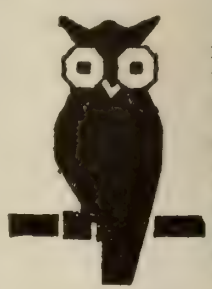
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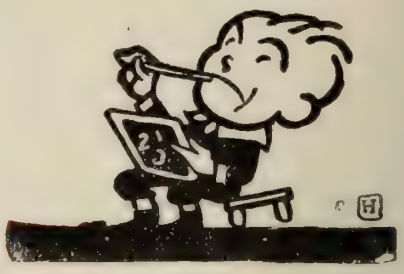
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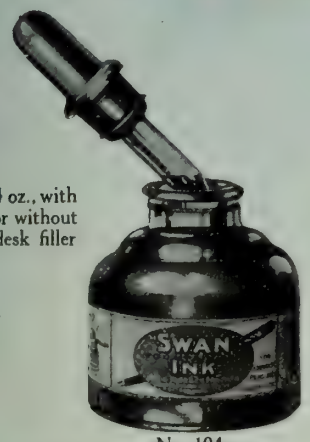
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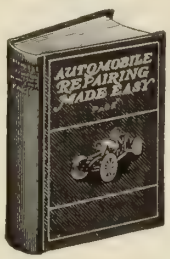
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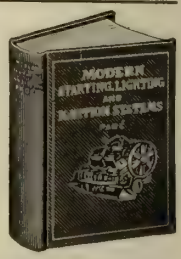
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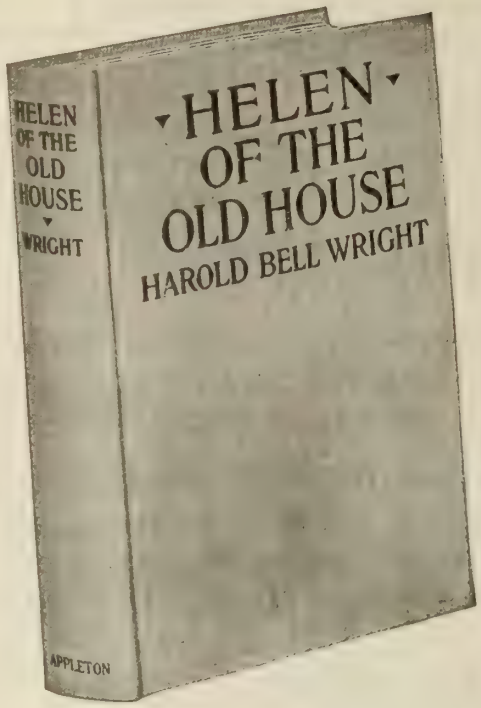
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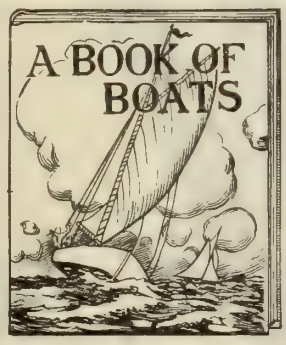
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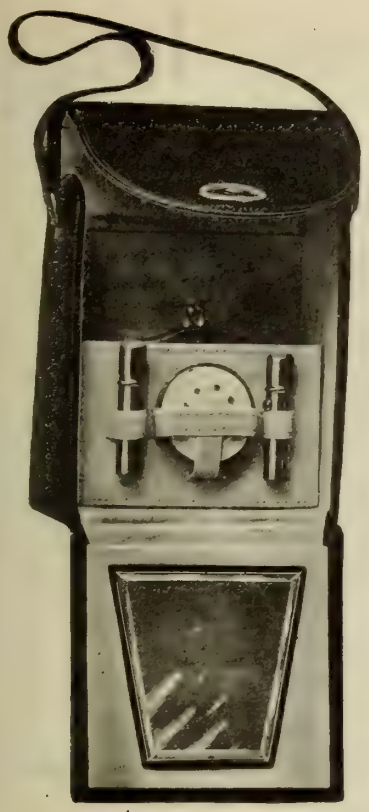
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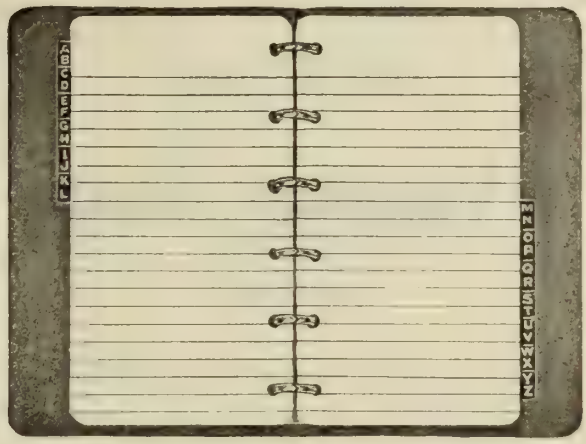
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The Swing-Back of the Pendulum

Belief Grows That Stock Reduction is About at its Limit and That Fall Business Will be Good—Optimistic Reports From the West—Men in Close Touch With Conditions are Hopeful

NOW that there has been a basis of settlement established with Germany and the much-talked-of budget has been brought down is the business pendulum about to swing back?

Signs are not lacking to indicate that it is. Since the presentation of the budget to the House of Commons by Sir Henry Drayton the editor of "Bookseller and Stationer" has taken up this question with men who are in close touch with conditions and the belief to which general expression is given is that retailers will soon begin to buy and that the late summer or early fall should see the country on the last lap of the hike to prosperous times again.

As a matter of fact, there are some who think that July should bring a decided change for the better.

Observation Tour of West

Everywhere a person goes there is talk of quiet business and general inactivity and in so far as the sources of supply are concerned this apparently is the case as the retailer seems to be buying only from hand to mouth but among the retail trade there is little talk of quiet business. Of course, this is not a particularly brisk season for the man in the book and stationery business but, just the same, it is holding up well in comparison with other years.

Now for the opinions expressed by men who have had good opportunities to size up conditions in both Eastern and Western Canada:

Just returned from a three weeks' trip through Western Canada to Chicago, stopping off at Winnipeg, Brandon, Regina, Moose Jaw, Saskatoon, Edmonton and Calgary, Thomas Allen, head of the Thomas Allen Publishing Company, 366 Adelaide Street West, Toronto, is optimistic regarding the outlook for Fall business.

"Everything depends on the crop, of course," said Mr. Allen to the writer, "but in every city at which I stopped there is a strong feeling that conditions will right themselves in a very short time. Due in great part to the rush for the North, Edmonton and Calgary are particularly bright. Business is quiet at the present time, but the feeling of optimism is general."

Authors' Association Successful

Mr. Allen is no stranger to the West as he went through that country every year for twenty-five years. This was his first trip in four years and his object on this occasion was to place a large edition of Nellie McClung's new novel in the United States. "Purple Springs," a story of life on the prairies, is the title. While in the West Mr. Allen also met Mrs. Reeve, who as "Onoto Watana" is well known and has a big following in the States. She is now living on her ten-thousand-acre ranch.

"It is really surprising the number of authors there are in the West," commented Mr. Allen, who reports that there is a great demand on the prairies for Canadian stories—a demand which, he claims, is increasing all the time.

The booksellers of the West, he added, are taking kindly to the Canadian Authors' Association and he feels personally that the new association will do a great deal of good.

Particularly interesting, too, are the views held at the present time by A. R. MacDougall, head of the A. R. MacDougall and Company, 468 King Street West, Toronto. Mr. MacDougall sails on the 28th for the Old Country and the writer was fortunate in securing from him an eve-of-departure message.

Mr. MacDougall had just received from the company's representative in the West a personal letter in which the letter stated that he had just completed a trip to the Coast.

From a Man on The Field

"I found the live dealers everywhere doing a good business," he wrote, adding that he believed a big stock of goods would be consumed before the year is out. He expressed the belief that Western Canada is in a healthy condition, going on to say that while business is harder to get than formerly, also that it takes longer to get, he is highly optimistic for the future.

"Personally, I think that business conditions here are improving steadily," said Mr. MacDougall. "Our records show that we are thirty-three per cent. ahead of 1919 and that was the biggest year we ever had up to that time. What is more, I feel that conditions are going to be good. The people have about reached that point where they will almost have to buy goods. We have not as much sold ahead as we had last year but 1920 was a phenomenal year. The people were all hungry to buy and the depression coming on left them with ample stocks on hand."

Looks Good For Fall

Mr. MacDougall added that he thought the settlement of the Ger-

(Continued on page 47)

BOOKS

Thomas Allen.—"The feeling of optimism in Western Canada is general."

STATIONERY

N. A. Sinclair.—"The signs at the present time are all good."

OFFICE SUPPLIES

A. R. MacDougall.—"I am looking forward to the fall being a good season for business."

Lending Library Helps to Sell New Books; "Splendid Business Asset," Says Ottawa Man Despite Fact that Hundred are Lost Yearly

A. H. Jarvis Started Out About Five Years Ago With Few Volumes and Many Misgivings But Time Has Shown Judgment Was Sound—Trade That Is Brought to the Store Is a Big Factor—Public Seems Keen on Light Fiction

"TIME will tell" is a hackneyed phrase, but it is quite applicable to the following matter.

It is just a little more than five years ago since A. H. Jarvis, of Ottawa, Ont., conceived the bright idea of installing a lending library. At first he approached the proposition with a certain amount of doubt as to the wisdom of the venture, but a short trial proved that he was on the right track. He proceeded cautiously at first with a very few books and gradually increased the supply until to-day he has over 1,200 books on the shelves of the lending library with an average circulation of 500.

Helps Sell Latest Books

Mr. Jarvis is firm in the conviction that the lending library is a splendid business asset. Despite the fact that he loses over 100 books annually, it is a paying proposition. The initial membership fee is $1 with a charge of 2 cents a day for each book.

"It is not so much the profit that is made on the actual business of the library, as the trade it brings to the remainder of the store," said Mr. Jarvis. "There have been hundreds of cases where members of the library have become so taken up with a book that they have purchased a new copy either for themselves or as a present for a friend. As a matter of fact, that very often happens in the case of new books by popular authors. The members take them out and read them and then purchase a new copy.

Draws Attention to Magazines

"Of course, to conduct such a library properly, one must give it a lot of attention. First and foremost it must be kept right up-to-date as regards new books by popular authors. That is where it has the advantage over the public library, for the public library, as a rule, is two or three weeks and sometimes a month behind in securing the very latest works of popular authors. Then, too, one must endeavor to meet the whims and special demands of the customers and members to a reasonable extent. Of course, it would be ruinous to endeavor to meet all demands.

"We do not place any limit on the length of time a book can be kept out, but, as a rule, we send notices out when a book has been out three weeks, reminding the borrower of the fact the book has been out that long. Such letters are usually followed by the return of the book in question almost immediately. Quite often the books are never returned. I suppose we lose over a hundred books every year, but in spite of that I consider the lending library is a paying proposition. I value it very much for the business it brings to the rest of the store. In a great many cases, almost every day, magazines are sold to members of the library who undoubtedly would not have purchased them had their attention not been drawn to them while in the store.

> That detective and love stories come first with the public was the statement made once by Mary Roberts Rinehart, following an investigation into "what the public want."

Writers of Fiction Popular

"We find the public at present are quite keen on light fiction. They don't want the heavy reading, and there is very little demand for non-fiction. As a matter of fact, I do not include any non-fiction in the lending library, just for that reason. The most popular authors at present include: H. Rider Haggard, Sewell Ford, W. W. Jacobs, E. Phillips Oppenheim, Gene Stratton Porter, Arthur Stringer, H. A. Cody, Robert Stead, Frank Houghton and a number of others.

"We make it a practice of keeping from five to ten copies of new books on the shelves of the lending library and, of course, those by the most popular authors are always in great demand with the result that we have quite a waiting list.

Protecting the Books

"Another advantage of the lending library is that it gives us an idea of the public sentiment—of the kind of books the public want, and, as a result, we are able to keep our shelves constantly stocked with the kind of reading matter we know will be asked for.

"One of the rules of our lending library is that a book must never be taken out without a paper cover on it, and must not be returned minus the cover. This serves to protect the outside cover from getting spotted and keeps the book in fairly good condition for a longer period than would otherwise be the case. As a rule, there are about 500 books out at a time and the average length of time for a book to be kept out is four days."



A. H. JARVIS,

Bookseller and stationer of Ottawa, Ont., who has built up a lending library which is one of the feature departments of his store. For more reasons than one, says Mr. Jarvis, it is a paying proposition.

NEW "AD CLUB" FORMED

St. John, N.B.—The business men of St. John recently completed the formation of the St. John Advertising Club, affiliated with the Associated Advertising Clubs of the World. A large number of the leading merchants have become members, and judging by the enthusiasm shown at the meeting during the final arrangements it is going to be one of the most important clubs of its kind in Canada. The officers are as follows: President, R. A. Macauley; vice-president, S. L. Emerson (of Emerson & Fisher, Ltd.); secretary-treasurer, T. F. Drummie; additional members of the executive, R. H. Watts, H. V. MacKinnon, S. K. Smith, H. H. Scovil. The object of the club is to study advertising as applied to individual and community enterprises.

Magazines a Standing Invitation

THE part that strategy plays in the landing of business is something to which, judging from the accompanying illustration, A. H. Jarvis, of Ottawa, Ont., pays particular attention. A glance at the photograph of the front of the Jarvis store is sufficient to convince anyone that everything in and near the windows has been placed there with an eye to effect.

In the first place the entrance affords a splendid example of the alcove window effect. Such an arrangement undoubtedly gives a great opportunity for effective book display. The books are not piled one on top of the other or thrown into the window in a hap-hazard, hit-or-miss manner, but are neatly arranged in layers so that the pedestrian may look over the display and not be turned from his purpose by an irritating jumble.

Particularly worthy, though, of note is the magazine stand just inside the store. It is evident that the magazine hold-all has been placed just where it is in order that it might extend an invitation to the passing crowds.

Apart from its financial returns there is something about a magazine stand that attracts. One of its biggest features is that it will bring customers in when everything else might fail.

Take the case of a man, for instance, wanting something in a store yet being uncertain as to price or in doubt about just what he wants. If he is the kind who is inclined to be retiring he may hesitate about venturing inside, but put a magazine stand where he can see it and he invariably hesitates no longer. The magazines offer him his chance. He knows that he can go inside and look leisurely over the periodicals without being disturbed. While doing this he can look around for what he wanted originally. In such a case the sale of a magazine, if nothing else, would be rung up.

And the same thing applies to a woman. She will go into a store for a magazine where she might hesitate to venture in on a more difficult quest.

There is nothing, perhaps, that will stop the crowds as effectively as a display of magazines. The mass of color catches the eye and this secures attention. The magazines then can be relied upon to do the rest, for there is in the average stand such an abundance of good reading matter that the man or woman who stops seldom goes off without taking at least one or two along.

That the gaudy colors on magazines assist as much in their sales as anything else is readily admitted by old-timers in the business who have learned from experience that color not only impels attention, but, when skilfully used, possesses a strong power of attraction.

Magazines are in strong demand at the present time and the dealer who, like Mr. Jarvis, pushes them to the front, is sure to be well repaid for his pains.

A well-dressed window will attract attention any time, but a magazine stand inside acts very much in the nature of a standing invitation.



Pushing Writing Materials to Fore

In the Robert Duncan Book and Stationery Store, Hamilton, Ont., An Attractive Display Recently Bore Good Fruit—Showed Seekers After a Bottle of Ink Other Desk Essentials and at the Same Time Provided Suggestions for the Clerks

FOR weeks prior to the opening of the schools it pays to put pens, inks and such things on display, but there is a demand for this class of merchandise all the year around, so that the dealer who makes systematic displays is sure to reap a harvest.

Than Robert Duncan's book and stationery store in Hamilton there are few better in the Dominion. Mr. Duncan believes in keeping a first-class store and he lives well up to his beliefs. His place of business is exceptionally well arranged, complete as to stock and up to date in its offerings.

From the illustration accompanying this article a good idea may be secured of the Duncan method of display. The photograph is of a special inside display featured recently in the Duncan store. It is particularly interesting as showing the variety of the lines carried and the possibilities of certain lines for interior displays. Writing fluid, paste and many other staples and specialties are prominently shown.

For Clerk and Customer

Certainly what the eye sees it more often buys. And the results of the display seen here showed the wisdom of letting the seeker after a mere bottle of ink see at a glance the other things that can be used on a desk and also of letting the clerk see what he can suggest to a purchaser and so increase his sales.

In this connection, too, mention might be made of the possibilities of fountain pens. Many stationers are now installing repair departments for fountain pens and undoubtedly these become in time well patronized and popular resorts.

Window Trim of Envelopes

As a general rule the dealer, after selling a customer a fountain pen, and in the event of its mechanism getting out of order, sends the customer back to the manufacturer to have his pen repaired. It would reflect, though, to the dealer's advantage if he could repair the pen while the customer waited. It would at least give the customer the impression that the dealer was backing up his sale with real service. In taking the pen back to the manufacturer to be repaired the purchaser would have to be without his pen for from ten days to two weeks but if the dealer "looked after the job" the chances are that he could return the article within twenty-four hours at any rate.

While on the subject of inks and writing materials in general passing mention might be made of displays of envelopes that have hit the mark. In a recent issue the British Stationer showed a window literally filled with envelopes. There was nothing artistic about the window. As a matter of fact, it looked to have been built solely for service. It was a one-line window and, according to the British Stationer, such a window has several advantages:

It immediately impresses on the passer-by that the establishment sells envelopes. A window dressed in the usual way will strike the passer-by as looking "nice," but will not convince in the same way as an all-one-line window such as this.

(2) It is an easy window to dress, and enables a stationer to change his show very much more frequently with so much more variety, and give the impression of "life" in the shop more than with ordinary displays.

(3) It puts the public in a buying mood.

So many people have left off buying certain goods and "made do" with anything and everything just because goods have been so expensive to buy, that seeing a window where goods are cheaper goes a long way towards making a sale.

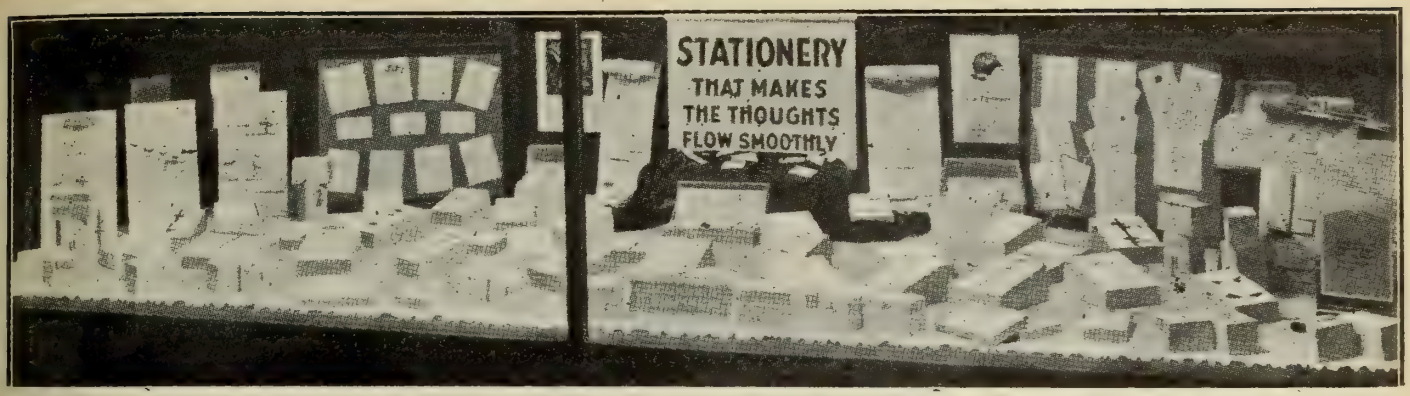
Description of the Window

There were about 15,000 envelopes in the window, and it was completely set out by an assistant with a girl to help in about four hours. A quick window such as this can be dressed at any time of the week, where, if it is a day or two days' job, the dressing can only be done at a special time. The back of the shelves were composed of 250 boxes, with loose packets standing in the front.



This is an interior display of writing materials and desk essentials which recently proved a hit in the Robert Duncan Book and Stationery Store, Hamilton, Ont. The display was calculated to put buying ideas into the heads of customers and at the same time to give suggestions to the clerk.

There is no closed season for the class of merchandise shown here. Letter-writers need supplies every day in the year and homes and offices are always in need of mucilage, paste, etc. Consequently, it pays to keep these things continuously before the public. Illustration presented through courtesy of the Carter's Ink Co.



Makes a Specialty of Initialled Stationery

Lawrence M. White, of McAdam Junction, N.B., Tells How He Makes a Success of This Department in Small-town Store—Stocks of Best Quality Goods Are Displayed in Piles on Silent Salesman at Rear.

AN Easterner who makes a specialty of initialled stationery, keeping this line well stocked and piled up high on the silent salesman at the back of the front store, is Lawrence M. White, McAdam Junction, New Brunswick.

"This arrangement saves many steps and is convenient besides," said Mr. White, on being questioned by Bookseller and Stationer. He added: "My system is to buy always the best quality. I also keep the full line of initials to the front where they can be easily seen. I make it a point, too, to carry a good stock of different colors and tinted stationery."

"Stationery," continued this New Brunswick dealer, "is a most profitable line and is well worth looking after as it appeals readily to customers and is at all times and in all seasons a good seller."

Sizing Up the Customer

The population of McAdam Junction is just 1,200, but Mr. White's experience goes to show that even in small places money may be made from stationery as the resident of a town is invariably just as keen on a good line of writing paper as are those who make their homes in the city.

The selling of fancy boxed paper is a business in itself and should be handled as such. Its possibilities are too great to have it looked upon from a sideline viewpoint and the dealer who puts into the merchandising of papeteries the thought and effort it deserves will find that every expenditure will return a substantial profit.

In the opinion of an expert, J. Thomas Hill, of a New York company, the department can be handled more successfully in large stores by a bright intelligent girl than by a man, for the simple reason that a girl who really knows her business is quicker to size up her prospect than a man. She can tell at one glance all the colors that a customer is wearing and immediately show something that will be in keeping with the taste of the buyer, a sales step of no small value.

A woman salesperson can also discuss styles more readily, not because she necessarily knows more than a man, but because she is certainly more in sympathy with the customer's desire to have absolutely the correct thing. In addition a woman customer feels more free to discuss color shades and little style trifles with a girl than with a man.

Whoever is in charge of the social stationery department should be one well up on engraving of all kinds, and be able to suggest suitable designs for monograms and know what colors of ink are best suited for stamping on the different colors of paper. To have a person selling who can speak authoritatively, instead of always acquiescing with the suggestions of the customer is to invest the sale with a certain reliability and correctness which will be appreciated by the customer. Having the writing paper and the engraving departments located adjoining one another helps considerably in making additional sales and in presenting suggestions to the buyer while at the same time linking up the work of the salespeople in charge and in educating them along analogous lines.

The illustration accompanying this article shows a live papeterie display used by Alson Brubaker to attract the buying public into the establishment of Walker Brothers, Fargo, N.D. The lone show card and the attractive boxes would undoubtedly stop the passerby and, at least, demand some consideration.

Displaying stationery is another feature that requires particular attention. Papeteries must be displayed artistically in the first place, and in the second, must be shown in a location where they will be sure to attract attention.

"A study we have made of display-location," writes Mr. Hill in Modern Stationer and Bookseller, "has resulted in some very interesting facts. Window display in its character is similar to the method used by daily newspapers in "dressing up" the news. Have you ever noticed that on the front page of a newspaper the most important news of the day is not displayed in the center? Pick up your newspaper and you will find that the 'biggest story' is always placed on the right hand side of the front page; the second most important is on the extreme left, while the center is given over to something of less importance.

Watch People Before Window

"When you read your newspaper you invariably look at the right hand columns first and because the publishers know this that is where the most important news goes.

"The same thing holds good for a window display or a display case. A person will very seldom stop directly in front of a show window. Take ten minutes sometimes to watch the way in which people stop at your window or in front of other stores. The great majority will stop and post themselves at one or the other ends of the display, then move over to the other end, and invariably look at the centre of the window last, if at all. You undoubtedly have done or still do the same thing yourself. It is one of those peculiar kinks in human nature that must be taken into account when considering the detail of display.

"It is very important to display the merchandise that you want to move at once in the proper position in your window. When designing your display keep in mind the great value of the ends of the window and utilize them to their full advantage. If you want a window to show a miscellaneous display of stationery but at the same time feature boxed stationery put your papeteries at either one or both ends."

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Booksellers Were Well Up With Parade

The "shopping week" idea seems to be taking hold throughout the country. The Roncesvalles Avenue Business Men's Association recently treated the people of Toronto to an event of this kind and, according to merchants interviewed, it was a distinct success. Every bookseller and stationer on the avenue fell in line, their windows being decorated in holiday garb. The week showed, for one thing, the benefits of co-operation. In dollars and cents big results might not have been chalked up, but the effect of such a drive is not minimized. If the business men of Roncesvalles Avenue have done nothing more than draw attention to their existence they have accomplished much. The most progressive business houses spend hundreds of thousands of dollars every year to accomplish this one thing—draw attention to the fact that they are in the market for business.

* * *

Advertising By Retailers Increasing

Valuable information as to how merchants of the country are cutting down their expenses to meet the present slump in business is being received by the Domestic Distribution Department of the Chamber of Commerce of the United States. More than fifteen thousand letters of inquiry were sent out to wholesalers, jobbers, commission merchants and retailers asking them certain questions regarding their present overhead expenses and what they are doing to reduce them. The replies are about evenly divided on the question: "Have you reduced your adverstising space?" A number of merchants report a reduction, while some say they are a bit more careful in their advertising. A surprisingly large number of merchants report they have increased their advertising appropriations. They point out that advertising is a means of sales promotion, which should be pushed at this time, especially. This seems, too, to be the opinion of Canada's retailers, many of whom are advertising more this year than ever before.

* * *

Indications That Business Is Improving

A perusal of the leading article in this month's issue of BOOKSELLER AND STATIONER will enable the retailer to get some idea of the wholesaler's viewpoint as regards present-day business conditions. Certainly the prevalent opinion is that the turn is near, that the end of the country's period of depression is not far off. In a word, there is every indication that Canada has now definitely entered upon its return to normal conditions. The average business man has come to see that a continuance of war-time prosperity, with its attendant circumstances of credit inflation, high wages, high prices, reckless spending, and public and private waste, is impossible. He has come to see also that the black pessimism of a few months ago is unjustified. Worry and fear have given way to clear judgment and courage. The tendency to buy seems to be more marked than it has been in a long time. And, unless all signs fail, the Fall should see the country a good deal nearer the normal goal.

* * *

Not the Time For a Bill That Will Annoy

Not in a long time has anything disturbed the trade as much as the famous—or notorious—Bill 12, which has been before the House of Commons for some weeks past. Just what action will be taken regarding it in view of the storm of opposition that has been aroused it is difficulty to say, but there is a strong probability of it being again held up. Certainly the present is a very inopportune time to bring up retaliatory measures against the United States, if such is the intention. Great Britain has just got full copyright reciprocity from the United States and the latter has helped to call Germany's latest bluff. The Congress Librarian has just urged similar reciprocity with Canada and has suggested that the manufacturing clauses in the United States be dropped. By the writing folk of Canada Bill 12 is looked upon as the club by which Canada is trying to smash all the signs of friendly life which are now being manifest. It was Andrew Tardieu, we believe, who said of certain proposals: "They are a dream, but reality will be avenged." It looks very much as though the same might be said of Canada's proposed copyright rulings.

* * *

BRIEF EDITORIAL OBSERVATIONS

BOOK showers for about-to-be brides should prove popular in June.

* * *

BOOKS as graduation gifts are growing increasingly popular. There is nothing more appropriate for a gift on this occasion than a book selected with a thought for the personality and the trend of mind of the graduate.

* * *

THE exchange of gifts between members of a graduating class is featured by a New York stationer, who makes up assortments of five or six books, puts them in his display window, with a lettered sign over each assortment, giving the names of the books and the special price at which the combination is sold. In this manner the purchaser secures gifts for several friends at a special price, and with the necessity for only one purchase.

* * *

GRADUATION time is a happy moment to stimulate any inclinations which have been aroused in school or college toward the reading of good books, with its inevitably broadening, cultivating results. Having this end in view it is particularly desirable that the donor discriminate between the ephemeral, the trashy, and those books which make a lasting impression of beauty, truth, inspiration, and culture.

* * *

BLISS CARMAN recently visited Toronto, where he was the guest of the Arts and Letters Club. Besides the tributes paid to him there, many others appeared in the daily press in connection with this visit. Although his home has long been in Connecticut, the poet's love of Canada is as strong and his interest in his native land as keen as ever. It is a satisfaction to record that he is still doing some writing and that he hopes to have a new book published before long.

Booksellers an Important Factor

"They Are the Ones Who Render Productions of an Author of Any Benefit to Reading Public" Was Point Brought Out in Discussion of Copyright Question Before Parliamentary Committee at Ottawa—M. G. Kelley Represented the Publishers of Toronto

DEFINITE expression of the realization that it is the bookseller who renders the productions of an author of any benefit to the reading public was voiced in Ottawa during the month when the parliamentary committee, of which Hon. C. J. Doherty is chairman, met to discuss the proposed copyright law. Major H. M. Mowat, of Toronto, is also a member of this committee. M. G. Kelley was present as the representative of the publishers' section of the Toronto Board of Trade. There was also present a strong representation of the manufacturing interests.

Mr. Weigenast was careful in his remarks to draw a distinction between the Canadian printer and the Canadian publisher. He styled the publisher as merely an agent for foreign printers.

Publishers' Case Presented

The grievance aired by Dan A. Rose, who has been in the lists for almost forty years on the same subject, was that printers could not get a chance at the works of successful Canadian writers. He instanced the fact that ten thousand copies of Professor Leacock's latest book had been brought into Canada before the book was published.

Tom Moore was also present as the representative of the Trades and Labor Council. He made a very restrained plea on behalf of the printing trades for more work, stating that the members had observed that their output of books had fallen off very considerably during the past two years. He did not hazard the opinion that this was owing to the depression, but blamed it on the competition of outside publishers.

The authors were not represented at this meeting.

After all the interests represented had been heard, Mr. Doherty called on Mr. Kelley to give the views of the book publishers' section of the Toronto Board of Trade. Mr. Kelley explained to the committee that the book publishers had no interest in the matter apart from the protection of authors' rights. He added that they were in full accord with the new Canadian Authors' Association and pointed out that the great object of the bill should be to improve the position of Canadian authors both in Canada and abroad, also that the chief concern of Canadian authors was their international protection, particularly in the country with the largest English-speaking population—the United States.

Mr. Kelley explained that at the present time the authors of literary works had complete international copyright protection in the United States as well as in every other English-speaking country; in fact, in all the countries covered by the Berne convention. He endeavored to show the committee that the effect of the bill, owing to the conditions for acquiring copyright as contained in Clause 3, would inevitably deprive the Canadian author of the valuable protection which he now has in the United States. This was so, added Mr. Kelley, because the United States author would be deprived of all the copyright protection in Canada which he had enjoyed for the last thirty years.



M. G. KELLEY,

who ably represented the Publishers' Section of the Toronto Board of Trade in the discussion on the copyright question before the Parliamentary Committee in Ottawa. Mr. Kelley pleaded for action that would not injure Canadian authors in the United States.

U. S. Market is Needed.

Mr. Kelley put a good deal of stress on the fact that the author is completely helpless unless he can find a publisher and that no publisher dare take the venture without the support of the United States market. He brought to the notice of the committee a number of Canadian authors from one end of the country to the other whose names were, perhaps, only locally known in Canada, but all of whom enjoyed a considerable reputation in the United States and could always find a publisher there. He also reminded the gathering that in satisfying the universal condition of copyright, which is the first publication of original matter, the Canadian author received no help from the Canadian printer unless the author was willing to bear the cost of production.

On the other hand, he said, the publisher, who was the absolutely essential instrument for the author in satisfying the conditions of the copyright, was prepared to, and did, take the risk of whether or not a new work would be a success and that, in reality, is was the Canadian bookseller who rendered the productions of the author of any benefit to the reading public.

The publishers, he proceeded, could only work according to the conditions of the trade and if, in order to be able to publish a work at all they had to produce it in Great Britain or the United States, they must be left free to do so.

Mr. Kelley's Reminder

Mr. Doherty, at the conclusion of Mr. Kelley's remarks, observed that he had not fully appreciated the possible effect of the bill on the international rights of Canadian authors, especially with reference to the United States, and he thought a way out could be found either by recasting clause 3 of the bill or, if the bill was enacted, by providing that it should not come into force until proclaimed in order to give an opportunity to negotiate a copyright treaty or convention with the United States government, giving reciprocal copyright protection to the authors of one country in the other.

Messrs. Weigenast and Rose both expressed their entire approval of maintaining U. S. authors' copyright in Canada, so as not to jeopardize the copyright of Canadian authors in the United States.

Mr. Doherty replied that the chief anxiety was to have a copyright statute passed without further delay, adding that if defects were found in the bill they could be remedied at later sessions.

Mr. Kelley reminded the minister of the many years it had taken Great Britain to get copyright protection for British authors in the United States and emphasized again the fact that if the bill were passed in its present form there would ensue an irreparable loss to Canadian authors which later amendments might not be able to overcome as it would then depend on diplomatic negotiations with the United States to reinstate the Canadian author in that country.

"You Cannot Beat Fishing Tackle"

"Great Little Business-Getter," Says T. B. George, of Ottawa, Ont., Who Claims That This Line is Good From One End of the Year to the Other, Particularly From May to October—Victoria Day Looked Upon as Official Opening

ONE of Ottawa's most prominent exponents of the side-line idea is T. B. George, whose stand is conveniently situated at the corner of Bank and Albert Streets, which is an important transfer point. Almost anything from hardware to dining-room furniture is to be found on the shelves or floor of Mr. George's store.

One line which Mr. George is giving particular attention to at present is fishing tackle. With the aid of a fine large show window and a glass display cabinet inside the store, he is conducting a special advertising campaign which is proving highly satisfactory.

Brought Many New Customers

"You cannot beat fishing tackle as a business getter," remarked Mr. George to the Ottawa representative of Bookseller and Stationer. "Last year during the latter part of April and the month of May we specialized in fishing tackle with splendid results, and our efforts so far this year have been just as fully repaid. Of course, at least three-quarters of the success we have had in this particular is due to the display of all kinds of fishing tackle we have made in our windows. We have had requests for this line of goods from dozens of people whom we never saw before.

"Last week," he added, "we had a special sale of complete lines—line, sinker, floater and hooks — for 15 cents. It proved a great favorite with the children, with the result that inside of a couple of days we sold every line we had in stock at that price.

Bamboo Poles for Kiddies

"Another feature," said Mr. George, "which is working out greatly to our advantage this year is that we are in a position to offer the children bamboo poles at 25 cents each. They are selling like hot-cakes. Last year the cheapest pole we could offer was 90 cents. We have a complete stock of artificial bait, our idea being, as far as possible, to fill the needs of every customer. And so far this year we have been successful in that respect.

"We find that fishing tackle is a good all-year-round proposition. Last year we sold some tackle in the middle of the winter to men who were in the habit of fishing through the ice. Of course, the biggest demand comes after May 24, when the holidays start, but our experience has been that there is a fairly steady demand from early in April till the end of October."

Mr. George has the right idea regarding his windows. It is poor business policy to permit windows to be heedlessly trimmed. See that the glass is clean, the displays regularly changed that the windows are not overcrowded, that the goods are seasonable, that the window is well lighted, that the goods shown give a fair profit, that the setting is attractive, and that the lines are protected lines.

Remember that the window gives the public a distinct and correct impression of your methods and ideas of doing business.

Do not allow the one responsible for the window dressing to put in any old thing which happens to come handy. Plan window designs in advance, so that the properties for arrangement may be assembled with least trouble and expense. Do not hesitate to use price marks, for this is half the selling power of the goods. Lines which the bookseller desires to sell because they are profitable should be given precedence in window display, and should be shown often. Correlate the newspaper advertising with the window display, thus doubling the efficiency of both.

Many a successful merchant, says the Fancy Goods Trader in discussing this same question, makes his window display pay for his rent, thus giving him the rest of his business location free of charge. You can do it if you will, but it cannot be done without thought and effort. A well-dressed window will begin to bring trade the first half-day, and it will continue to bring trade as long as people remember that window pleasantly. The memory of a tastily dressed window, with just enough goods properly shown, will be carried longer than a window which confuses.

The gardener must use seeds and fertilizer and lots of hard work to get his crop. The bookseller must use intelligence, the right business principles, some money, and hard work to make his window pay, but he will find it well worth while to do it, because of the cash returns which will come back to him if he will only persist in well-doing in his window displays.

Would Throw Out All Books of Fiction; Toronto Alderman's Views on Libraries

Ald. Baker intends looking over the books in the Toronto public libraries. He claims that the public library is not fulfilling its function—or is exceeding it.

"There are books that should not be in the public library," he said.

"What are they?"

"Why, they circulate monthly magazines, while the library was intended for higher education and to circulate books of reference. Instead, the larger percentage of demands is for books of fiction."

"Do you object to the public reading fiction?"

"I say it is not the function of the public library to educate the public on fiction at the public expense."

"Would you throw out all books of fiction, then?"

"I certainly would. The library should be entirely for books of learning and references in connection with education."

"Would you limit the library to Hansard, city council minutes and the like?"

"I would sooner do that than educate the public on fiction at the expense of the public. The public can buy any limit of fiction books they like outside."

"Why," he continued, "the public library even hold story telling classes for children on Saturday mornings."

"Would you read to them city council minutes?"

"I would not do that. They might not be able to digest weighty matters of finance. But I don't see that it is necessary for the taxpayers to pay for these story telling classes and circulation of fiction books and magazines."

"Would you sell all fiction books in circulation by the Library Board?"

"I certainly would. The Sunday Schools formerly did that work and the Library Board has now taken it over. When you educate the public to read books of fiction at the public expense, is it any wonder they go the limit in reading such stories? Give them a taste of it and they pursue it in all its branches."

"Do you intend to move a motion in council that the Library Board sell all its books of fiction?"

"I have not gone to that extent in the matter, but if they did and kept the library to its function of circulating reference books, we should save three-quarters of the expense of the Library Board."



From May to October fishing is good and during this period T. B. George, bookseller and stationer of Ottawa, Ont., does quite a nice business in fishing tackle. As a matter of fact, it is practically a year-around business with Mr. George. The upper illustration shows how he displays supplies for the angler, magazines, postcards, pennants and even souvenir and fancy china. The picture below offers an effective suggestion for a summer display of fishing and camping requirements. It shows a natural setting designed to remind the angler of his favorite fishing haunts.



Opposed to Banning of Magazines

Advisory Committee of Booksellers' and Stationers' Section of the Retail Merchants Association of Canada Went Carefully Into Pre-budget Proposal—Findings of Interest to Every Dealer in Canada—Statement for Government

THE effort that was made prior to the presentation of the budget to prevent American magazines coming into Canada found strong opposition among a considerable number of the booksellers and stationers of Canada. The proposal, as it was generally understood, was to urge upon the government the placing of a tax of so much per pound upon all the advertising matter that appears in the American magazines coming into the country.

In order to ascertain what effect this proposal would have upon the retail trade throughout Canada a meeting of the advisory committee of the Booksellers' and Stationers' section of the Retail Merchants' Association of Canada was held recently in Ottawa when a statement for presentation to the government was prepared. It was pointed out in the statement that it would be most difficult to ascertain the exact amount of tax that could be collected in the manner suggested, and that it would not only be complicated but annoying both to the retail trade as well as to the purchaser.

Findings of the Committee

The findings of this committee and their report to the government are of considerable interest to every member of the trade in Canada. The statement as submitted follows:

"We have given careful consideration to the question of the proposal to have a tax of so much per pound placed on the advertising pages of American magazines when they enter Canada, and we have selected a number of those which are regarded as having an educational value and which are in the popular selling class, and we have estimated what the result would be if the plan proposed of placing a tax on each by weight would result in:

POPULAR SCIENCE, 124 pages, including cover. First 20 pages all advertising, next 65 all reading matter, and balance 39 pages, part advertising and part reading. Net weight of magazine 12 ounces.

THE RED BOOK, 174 pages, including cover. First 17 pages advertising matter, next 61 pages reading matter, and 86 pages part reading and part advertising. Net weight 12 ounces.

MUNSEY'S MAGAZINE, 224 pages, 34 pages of advertising and 190 pages of all reading matter. Net weight 13 ounces.

PICTORIAL REVIEW, 98 pages. First 4 pages all advertising, next 23 pages all reading matter and balance 71 pages part reading and part advertising matter. Net weight 13 ounces.

LADIES' HOME JOURNAL, 168 pages. 73 pages all advertising matter, 38 pages half advertising and half reading matter, 28 pages all reading matter and 39 pages one-quarter reading and three-quarters advertising. Net weight 21 ounces.

COSMOPOLITAN, 160 pages. 32 pages all advertising matter, 20 pages half reading matter and half advertising, 18 quarter pages of advertising and 90 pages reading matter. Net weight 13 1-2 ounces.

SATURDAY EVENING POST, 116 pages. 53 pages full advertising matter, 14 half pages advertising, 16 pages quarter pages advertising and 33 pages full reading matter. Net weight 13 ounces.

PHOTOPLAY, 118 pages. 10 pages all advertising matter, 51 pages reading matter and 57 pages part advertising and part reading matter. Net weight 10 ounces.

GOOD HOUSEKEEPING, 196 pages, 63 pages full advertising matter, 67 pages two-thirds advertising matter, 3 pages one-third advertising matter, and 63 pages full reading matter. Net weight 18 ounces.

Annoying to All Parties

"The above illustration shows how difficult it will be to ascertain the exact amount of tax that could be collected in the manner suggested, and we consider also that it would not only be complicated but annoying both to the retail trade as well as to the purchaser. In our opinion, if it is the intention of the Dominion Government to discourage the sale of American magazines in Canada, through any complicated method of excessive taxation, that the American Government will take retaliatory methods with regard to the entry of Canadian magazines into the United States, and it must be remembered that Canadian magazines depend very largely upon American advertising for their support.

"As retail distributors it is our business to keep in stock and have ready for sale such goods as our customers want. A very large trade has developed in the sale of American magazines. As far as the retail trade is concerned, the profit on the sale of magazines at the present time is so small that if any further cost is added and any annoying and complicated tax is requiired, it would be better for the retail trade to discontinue handling them altogether, and we have no doubt that is the course that would be pursued by every business man.

Duty at Port of Entry.

"We will have no objection to submitting to the government, if it so desires, an exact copy of the cost and selling price of all the magazines handled by the trade. It is our belief that the government of Canada should interfere as little as possible with the natural course of trade, and it should avoid every form of an annoying and complicated nature to raise revenue, which should be done as simply and directly as possible. If more revenue is required by the government, and if it considers that imported magazines are not contributing their share of the cost, we would recommend that a duty of ten per cent. be imposed upon them at the port of entry, which amount, in our opinion, would not be unpopular but acceptable to the trade generally, as well as to the purchasing public."

Smith's Book Shop

Are You a Lover of Books ?

If so, we invite you to come in and look over the hundreds of new volumes just received this week, all by well-known authors and selling at very special prices. $1 books for 50c., $2 books for $1.00, and many as low as 25c. Any book not in stock we will get from publishers for you quickly and at best price. Why not start a library and buy a book a week?

A strong appeal made to the people of Orillia, Ont., by Smith's Book Shop.

Shopping Week Gave an Impetus to Business

COMMUNITY advertising and co-operation among merchants seem to be growing in popularity in certain centres of late and booksellers and dealers in toys and stationery were well to the fore during the month when the Roncesvalles Avenue Business Men's Association staged a "shopping week" for Toronto. The retailers along the avenue decorated their stores for the occasion and certainly they made a brave showing. That their efforts were not in vain is the belief to-day, the editor of Bookseller and Stationer being informed that a decided impetus was given to trade.

Every dealer in books and stationery on the avenue put his best foot forward. Flags, bunting and streamers of crepe paper, it was noted, were popular in the decoration scheme.

The first night of the week brought big business to all the stores and all reported record business for a Saturday night.

Never before were such crowds on the street and in the stores, and at times the avenue looked like Yonge Street on a busy day. The band of His Majesty's Army and Navy Veterans played all evening and proved a big drawing card.

Young men carrying banners and long streamers marched up and down before and behind the band, their inscriptions informing the visitors of the reason of the demonstration.

Writing Papers Are Down About Thirty Per Cent.

Canadian paper manufacturers announce a further decrease of from 10 per cent. to 20 per cent. in the price of printing and writing papers. In many cases this will represent a total decrease of from 30 per cent. to 40 per cent. from the high prices of last year.

This further decline in prices covers all grades of what are known as Bond and Superfine liner papers.

The officers of the association are: F. C. Wallace, president; John A. Little, vice-president; W. W. Muir, treasurer; Harold Percy, publicity manager, and W. R. Willard, secretary.

Others assisting in the demonstration were: Messrs. C. H. Routcliffe, M. J. McLaughlin, Harold Eales, W. A. McEwan, A. E. Maundrell, R. S. Ritchie, Burns, O'Brien, Lammerse, Cole, Hunter, Smith, Axmith, La Londe, R. A. Dutton, F. W. Davis, Peel, G. C. Lawrence, Dunne, Larkin, Westlake, Baker, McLean, Moore, Parker, Blinn, W. R. Hoar, Motton, Guest, Faye, Leigh and others.

Besides being a special shopping week it was an educational campaign for the storekeepers, who were urged to give good value and only the best of goods. Courtesy was also pressed home upon storekeepers and clerks as a business getter.

During the past few months Toronto merchants have shown a tendency to work together for the good of their respective districts; organizations which have stepped into the limelight including the St. Clair Avenue Business Men's Association, the Danforth District Business Association, the Bloor-Yonge Business Men's Association and the Roncesvalles Avenue Business Men's Association.

"Dollar Day" has proven a popular experiment in many of the smaller place, while Hamilton, Ont., has had its "Made-in-Hamilton" week, one of the window displays of that occasion being reproduced below.



The retail merchant has a good opportunity to capitalize on window display work whenever a campaign is inaugurated, having as its object the boosting of his own town or city. Usually such a campaign centres around industrial growth. In many of the cities of the United States there are window display men's associations. One of the objects which such an association has in view is to promote just such a campaign as has been referred to. They get together, study the history of their town or city, and then show, through their window displays, the different stages in the development of the industrial life of their town or city.

The city of Hamilton recently held a Made-in-Hamilton week and the picture above is of a window shown by Stanley Mills, Ltd., of a product which has become the pride of that city—silverware. Much more could have been made of this week had the window display men arranged to show the different products manufactured in that city through their windows. In this connection, a prize might have been given for the best-dressed window, showing a Hamilton manufactured product. Had there been a dozen or a dozen and a half competing windows, it would have brought many people out with a definite purpose, namely, to see these windows. And in that, there is an opportunity for the retailer.



Staff Reviews of Seasonable Books

CHASING NORTHERN GAME

"In the Alaska-Yukon Game Lands" Is a Blood Stirring Piece of Prose

A smashing fine narrative calculated to stir the pulse of every red-blooded individual who reads it is J. A. McGuire's "In the Alaska-Yukon Game Lands" (Stewart Kidd Co., Cincinnati, price $3). The book contains twelve snappy chapters and sixteen illustrations, all of which are actual photographs taken "on the spot." The type is good and the whole work has been gotten up, it would appear, with the idea of "easy reading" uppermost. This fine narrative of achievement tells of the results of a successful trip undertaken by a party of sportsmen for the purpose of collecting specimens for the Colorado Museum of Natural History. Not only is the book sure to be of great assistance to the prospective game-hunting visitor to that clime but it also glistens with epigrams on glaciers, descriptions of dangerous and daring feats and striking word-pictures of the matchless scenery of the Arctic.

TALE OF A MYSTERY

"The House In Queen Anne Square" Tingles With Startling Situations

For those who delight in tales of romance, mystery, personation and crime, "The House in Queen Anne Square" (G. P. Putnam's Sons, New York, price $2) might be described as "just the thing." W. D. Lyell has created here a novel which is distinctly out of the ordinary. So well has he worked out his plot that the reader will on numerous occasions be convinced that he has at last found the master clue only to discover later that he has been following the wrong scent. The novel is unusually well written and in dealing with the trial scene the author has excelled himself. The introductory incident in the opening chapter is of somewhat a gruesome nature but the remainder of the book is not by any means painted with the same brush. The strain of mystery running through the novel has to do with the identity of one of the survivors of a train wreck, the reader being kept in doubt throughout as to which one of the Langworthy twins survived. As might well be imagined, the possibilities of such a "mystery story" are immense.

THE COWBOY'S GREAT WEST

Luke Allan Writes With a Pen That Knows the Canadian Prairies

Canadians looking for a first-class novel of their own country cannot very easily overlook Luke Allan's "Blue Pete, Half Breed" (McClelland and Stewart, price $2). The mere mention of such places as Calgary, Lethbridge and Medicine Hat does not go towards the making of a successful Canadian novel. The author, if he wishes to make his work ring true, must know something of the inhabitants of these places. And Luke Allan certainly knows his characters. "Blue Pete" was sketched by no tenderfoot. There are, and have been, many Blue Petes on the ranges of the West, but the greater part of Canada meets these individuals only when the Luke Allans drag them from their seclusion. Mr. Allan's latest is an unusual story of cattle rustling on the Canadian border in which the famous "Mounties" take an active part. The tale is sensational, filled with dash and pathos and in describing the feelings of the half breed who turns outlaw when wrongly accused by the court the author places himself in the forefront of successful novelists. The language of "Blue Pete, Half Breed" is the unmistakable patois of the prairies, his actions are those of the rugged characters of the West and in his dash, daredeviltry and unselfish open-heartedness Luke Allan's hero is a true son of the land made famous by the Indians and the "Royal Mounted."

A STORY OF CHARACTER

"The Wrong Twin," as Its Title Suggests, Is a Joyous Morsel

Harry Leon Wilson shows again in "The Wrong Twin" (S. B. Gundy, $1.75) that he understands the American character. There is, perhaps, nothing more interesting than the American juvenile and Mr. Wilson's portrayal of growing Americans is particularly good. It is a story that will appeal to both young and old. Wilbur and Merle Cowan were twins who were at irregular intervals left to look after themselves. Attracting unconsciously the attention of aristocratic neighbors Merle is eventually adopted and taken to the bosom of the family. He was what one might call the white-haired and white-handed boy, fond of

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GUEST AT HIS BEST

Young "Poet of the People" Is Again True to Form

No lover of plain, every-day poetry ever reads Edgar A. Guest without experiencing a thrill of satisfaction that the country boasts of a man who so skilfully interprets the modern man and woman and their doings. In "When Day Is Done" (Copp, Clark and Company, price $1.25) Mr. Guest shows that he is unchanged from the days when his verses first struck a popular chord in the public's heart. The little book, which is attractively bound in blue and gold, presents all of the best of the author's work of the last two years and is in very truth a collection calculated to bring cheer and joy to the poet's fast growing circle of readers. In addition to the regular index is another of first lines, this latter service being for the individual who may recall the opening words of a poem and yet have no recollection whatever of its title. Mr. Guest is a favorite with ordinary folk because he knows their thoughts and aspirations and has the knack of putting them into readable and musical English.

THE PROVINCETOWN PLAYS

Stewart Kidd Company's Handy Compilation of the Ten Best Produced

Released for publication at the end of April, "The Provincetown Plays" by George Cram Cook and Frank Shay and "Six Who Pass While the Lentils Boil" by Stuart Walker (Stewart and Kidd Co., Cincinnati, U.S.A.) are handy and attractively bound volumes of some of the best plays that have been produced of late. Designed to meet the increasing demands of the play-reading public and those interested in the modern drama, these plays from the pens of the world's best contemporary writers are being issued in a form that is at once attractive to readers and suited to the needs of both performer and producer. "The Provincetown Plays" (price $2.50) are by authors who, with one exception, are at the top of their profession. Some, like Rita Wellman, have had two or three plays on Broadway, while others are well known as novelists and short story writers. These plays make good reading and should appeal to local clubs and school organizations interested in dramatics.

ROBERT LANSING'S VIEWS ON FRAMING THE PEACE TREATY

IF for no other reaon than that it gives a clear insight into the part played by the United States of America in the framing of the Treaty of Versailles, Robert Lansing's "The Peace Negotiations" (Thomas Allen, Toronto, price $3), will undoubtedly go down into history as an outstanding document of modern diplomacy. The book is of particular interest, too, inasmuch as it is a vivid narrative of the author's personal relations with President Wilson up to their final dramatic break. Mr. Lansing talks plainly throughout, and it is because of this frankness on the author's part that this book is so acceptable. Students of modern history will find this work essential in completing their records on the World War and its outcome.

In narrating the part played by the Americans at the Peace Table, Mr. Lansing is by no means sparing in his criticism of the then-President. Mr. Wilson, the writer points out repeatedly, had a wonderful chance to do great things for himself and the American people, but failed because of peculiarities of temperament and intellect. That the United States would have made a better showing and have created a greater influence had it not been for the egoism of the President is one of the charges made by Mr. Lansing, who goes on to say that the lack of an American program was one of the most formidable obstacles in the path of the U. S. A. diplomats.

"As I review the entire negotiations and the incidents which took place at Paris," writes Mr. Lansing, "President Wilson's inherent dislike to depart in the least from an announced course, a characteristic already referred to, seems to me to have been the most potent influence in determining his method of work during the peace conference. He seemed to think that, having mapped out a definite plan of action, any deviation from it would show intellectual weakness or vacillation of purpose. Even when there could be no doubt that in view of changed conditions it was wise to change a policy, which he had openly adopted or approved, he clung to it with peculiar tenacity, refusing or merely failing to modify it. Mr. Wilson's mind once made up seemed to become inflexible. It appeared to grow impervious to arguments, and even to facts. It lacked the elasticity and receptivity which have always been characteristic of sound judgment and right thinking. He might break, but he would not bend."

Surely a scathing indictment of the men who was at that time leader of the

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ESPOUSING THE JEW'S CAUSE

"The History of a Lie"—A Study by Herman Bernstein

A staunch espousal of the Jew's cause is "The History of a Lie" by Herman Bernstein (J. S. Ogilvie Publishing Co., 57 Rose Street, New York, price 50 cents). Mr. Bernstein speaks somewhat sarcastically and bitterly of the charges that have been made against his race, declaring that Jews have been slaughtered ruthlessly while absurd untruths have been fed to the world. The argument advanced, and endorsed by 84 pages of evidence, is that Israel has no secret organization, that its dream is still of peace, of justice and of human brotherhood. The book is written in a manner that should make it good reading even for those not particularly interested in its object or what led up to it.

MINUTE-A-DAY ENGLISH

Studies in Pronunciation, Spelling, Grammatical Expression and the Like

A unique little volume, to say the least, is Putnam's Minute-a-day English (G. P. Putnam's Sons) which has been compiled and arranged by Edwin Hamlin Carr for busy people. Specially adapted for the use of the individual interested in securing an accurate and effective form of English expression, Minute-a-day English makes it easy for a person to add to his vocabulary and at the same time provides splendid material for supper-table fun, language games for school and home and a thorough grounding in English. The book might well be referred to by the bookseller anxious to suggest something of the kind to a customer interested in improving either his speech or his writing.

A TALE OF JUDÆAN LIFE

Sufferings and Death of Our Lord Are Outstanding Feature of "Revelation"

A tale of Judæa in the time of Our Lord is "Revelation" by Dulcie Deamer (The Ryerson Press, Toronto, price $2). The story is in three parts, these divisions being timed to assist the reader in gathering in the details of a well-laid and remarkably well-worked-out plot. A noticeable feature of "Revelation" is that it is different entirely from other narratives which have been written of life in the days when Tiberias Caesar was master of the world. The most crucial episodes in the sacred story are introduced and one chapter has been built around the entry of Our Saviour into Jerusalem. The trial and crucifixion are depicted in "story style," and while some fault may be found with this, "Revelation" may serve, as an English reviewer has said, to at least revive the figure of the Redeemer for those who no longer read their Bibles. Miss Deamer has undoubtedly dared much in penning such a narrative, as it is seldom that the story of the "Via Doloris" is used as a background for a work of fiction.

VISCOUNT BRYCE'S MASTERLY WORK ON MODERN DEMOCRACY

THAT democracy will live as long as hope exists is the conclusion reached, or rather the concluding statement made by Viscount Bryce in "Modern Democracies," the two volumes of which have just been issued by The Macmillan Company of Canada (Price $10.50). These two volumes have been dealt with, it is evident in every chapter, by a master hand. The viscount has studied and knows the subject of which he writes, and his latest work should find a ready sale. It is a book that will be asked for, but the bookseller will lose nothing by display. There has been so much talk about democracy in the past few years that the thinking men of a community will hesitate before passing by the printed thoughts of a man of the calibre of James Bryce.

"No government," writes the viscount in his concluding chapter, "demands so much from the citizen as Democracy and none gives so much back. . . .The experiment has not failed for the world is, after all, a better place than it was under other kinds of government, and the faith that it may be made better still survives. Without Faith nothing is accomplished, and Hope is the mainspring of Faith. Throughout the course of history every winter of Despondency has been followed by a joyous Springtime of Hope. . . . Hope, often disappointed but always renewed, is the anchor by which the ship that carries Democracy and its fortunes will have to ride out this latest storm as it has ridden out many storms before."

In a review of this kind it is impossible to do anything like justice to "Modern Democracies." The writer can but content himself with touching lightly on some of the viscount's observations—these references being calculated to give the bookseller some idea of the whole.

Of particular interest to Canadians, of course, are the viscount's references to the Dominion. In dealing with the progress of democracy in Canada the writer goes as far back as 1763, when Canada was ceded by France to Great Britain, the French-speaking inhabitants numbering then about 60,000. How they have grown to nearly two and a half millions is next told, and then comes the preparation of the Constitution by a group of colonial statesmen in 1864 and its enactment in 1867 by statute of the British Parliament. The Party Government of Canada is explained and followed through its various transitions and emphasis is laid upon the fact that there is not in Caanda, not even in the cities, a powerful party machine for choosing candidates and that there are no admin-

(Continued on page 47)

SELLING BOOKS for BOYS and GIRLS

IN the Booksellers march of progress it has been proved beyond a doubt that Juvenile books *will* sell all the year 'round, particularly during the summer months. Remember the rainy days and the dull days and the hot days when a shady nook and a good book

BOOKS FOR BOYS

The Rover Boys Series—Arthur M. Winfield. Have sold over a million and a half copies. New title—The Rover Boys in the Land of Luck.

The Tom Slade Series—Percy Keese Fitzhugh. We are adding in June our tenth title to this popular series—Tom Slade on Mystery Trail.

The Roy Blakeley Series—Percy Keese Fitzhugh. These jolly Scout books are proving tremendously popular. Here are two new titles—

Roy Blakeley's Motor Caravan.
Roy Blakeley, Lost, Strayed or Stolen.

The Tom Swift Series—Victor Appleton. Booksellers need no introduction to this up-to-date Series. Our new title is:

Tom Swift Among the Fire Fighters; or Battling with the Flames From the Air.

The Christy Mathewson Books for Boys—Christy Mathewson. A very timely Series on America's favorite game—Baseball.

For the Very Little Folks

Slumber Time Tales—Arthur Scott Bailey. A new series about our Farmyard Friends—seven titles, including The Tale of Old Dog Spot, The Tale of Miss Kitty Cat, etc.

Sleepy Time Tales—Arthur Scott Bailey. New title—The Tale of Master Meadow Mouse.

Tuck-Me-In-Tales—Arthur Scott Bailey. New title—The Tale of Mrs. Ladybug.

GROSSET & DUNLAP

Publishers of Young People's Books That Sell

George J. McLeod, Limited

ınd the LITTLE FOLKS during VACATION

carry a special appeal to the youngsters. Just let them know through judicious display and advertising that you carry these attractive series—and they will do the rest.

BOOKS FOR GIRLS

The Amy Bell Marlowe Books—Amy Bell Marlowe. An inspiring Series for Canadian Girls. We are adding our ninth title:

"When Oriole Traveled Westward."

The Two Little Women Series and The Marjorie Books—Carolyn Wells. Happy Books For Happy Girls—Help spread happiness.

The Girls of Central High—Gertrude W. Morrison. Wholesome stories of High School life which will please all girls.

The Outdoor Girls Series—Laura Lee Hope. Entertaining stories about the adventures of some outdoor girls in camp.

Among Our Popular Copyright Titles

there are about thirty which are especially appropriate for the growing girl, such as Rebecca of Sunnybrook Farm, Daddy Long Legs, etc. Display these with your Juveniles and recommend them to Parents as good reading for their girls.

1140 BROADWAY, NEW YORK

Ask for Our Complete List. It's Interesting

Selling Agents, Toronto

What Percentage of Space Should go to Toys? Booksellers With Experience Air Their View

J. E. Rutledge, of Fort William, and J. S. Copeland, of Brockville, Agree Ten Per Cent.—E. B. Cragg, a Nova Scotian, Marks Off as Much as a Sixth of His Entire Store Space—"Price is the Main Thing With Public," Says an Old Hand at the Game

IF every store sold toys all the year around it is not likely that this end of the business would pay but the toy as a side line is fast becoming one of the recognized features of the book store.

J. Edgar Rutledge, of Fort William, Ont., is one bookseller who has worked the handling of toy stocks down to a systematic basis. He gives about ten per cent. of his space to his toy stocks but he draws the line at mechanical playthings.

"I handle toys all the year around," stated Mr. Rutledge to Bookseller and Stationer, "and I have found out that the main thing with the public is the price."

What the Dealers Say

J. S. Copeland, of Brockville, Ont., is another who gives over about ten per cent. of his space to the toy department. The Copeland stock consists of games and sporting goods such as bats, balls, racquets, sleighs, etc. Owing to lack of space, though, he has never tried handling this line of goods all the year around.

Dolls, games and playthings in general are stocked by E. B. Cragg, of Bridgewater, Nova Scotia, who has found out that all-year-around trade in toys is worth while.

"Very much so," he says. Mr. Cragg devotes about a sixth of his space to his toy department.

Edgar J. Vickery, Ltd., of Yarmouth, N.S., carries, for the most part, Meccano games and toy books, devoting about a third of the store's space to toys during the month of December but only a small section throughout the balance of the year.

James McLean and Sons, Pictou, N.S., carries both Canadian and British lines, this firm having found out that it pays to carry this line all the year around.

Electrical Toy Field

There has been great expansion in the electrical toy field, and in this direction there is much room for expansion still. "People will pay the price for a good electrical toy," said a dealer to the editor of Bookseller and Stationer recently, "but they must be told the value of the toy and a thorough explanation or demonstration made of what it will do. If it is really useful, well made, and likely to wear, many will buy these toys. We have sold many electrical trains starting at $11 or $12, and some of the electrical toys run as high as $25 or even more."

Almost any sort of store can sell toys, and many could sell a lot of toys if they tried. In the small towns, without department stores, the business belongs to nobody in particular, and should belong to anybody with sufficient enterprise to go after it.

It is very common for a small retailer to think that because he has a small stock of something or other, other small retailers should keep hands off. But there is generally business for all if it is worked up in the proper way.

The "department" devoted to toys in the bookstore of a small town visited recently consisted of two large showcases and the shelf space back of these two cases; not a large department, but one complete in its way. There were toys for small children, rattles, rubber balls, dolls, blocks, and such things. For larger children there were games and puzzles and a nice little line of electrical toys. For well-grown boys there were baseball supplies, and this line merged into an assortment of sporting goods, which the dealer also carried. In brief, he kept his people with him from the cradle until they reached manhood. Then they started afresh with children of their own, and so the dealer still held their custom.

This dealer was always running up to town and looking for novelties. When kite time came along, he had special box kites and some fancy Japanese a Chinese kites. Not very many. J enough to give "zip" to his toy depa ment and bring boys into the store. was strong on scientific toys, and alwa had a bunch of young customers w were interested in making batteries a induction coils. For these he suppli the chemicals, and that line fitted with his regular business.

A store of this kind is bound to tract a lot of young people. Toys ha a glamour all their own. You can't away from that fact. Children bring their parents. It seems reasonable suppose that the father who had ple of toys when he was a child will w to do the best he can for his own c dren. But the father who really spre himself is the one who didn't have a toys when he was a youngster. A m never forgets the toys he didn't ha As a window display to interest childr toys have few equals, if any. T youngsters will flatten their no against the pane for hours, and ret day after day. Some coveted treas is set aside in fancy, and a campai started to raise the purchase price. T are good boosters for a store. Childr are often sent to the store for vari articles, with no restrictions as to wh store they are to patronize. The st that sells toys is a magnet they f hard to resist.

Gifts for the Bride

Can there be anything more appropriate than good toiletware, that tangible and lasting expression of good will which reflects the excellent taste of its donor throughout years and years of utility?

Let us show you our many distinctive articles in plain and fancy designs.

Suggestion for a June advertisement or showcard for a "gift window."

"Spring Specials" in Calgary Shop

Sporting Goods for Adults and Outdoor Playthings for the Kiddies Are Being Featured by Pearson's Bookshop — With Vacation Time in Sight "Sand Toys" and Such Things Lend Themselves Readily to Timely Display

PEARSON'S Bookshop, 216 Eighth Avenue East, Calgary, Alberta, has been featuring a number of ›ring Specials" of late. In last nth's issue of "Bookseller and Sta-ıer" some particulars were given of methods used by other Calgary tioners, like F. E. Osborne and Lin- Brothers, to boost their wall-paper artments. Pearson's Bookshop has › been featuring wallpapers, mould-s, burlap, paste, yard sticks, paints, nish, brushes, window blind paper, niture polish, counter check books, , but realizing that the time is at d when all the world goes out of rs the following "specials" are now ıg played up: Tinker toys and Mec-o sets, express wagons, all kinds; die kars, all new lines; wheelbarrows kids; rocking horses, all kinds; gar- sets for kids; children's wooden es; skipping ropes; pail and shovel ; string bags; baseballs, all kinds; ber balls, all sizes; baseball bats; dren's parasols; baseball masks; eball gloves and mitts; toy tennis quets, tennis racquets; tennis balls; mmocks; baby hammocks; baby ngs; two-wheel carts; scooters; doll riages; footballs; fishing poles; jack ıes; balloons; table and chair sets; p sticks; cap and water pistols; toy phones; lunch boxes and baskets.

Phonographs and records, sheet music, player rolls and phonograph needles have also been included in the list.

For Use At Sea Resorts

In featuring merchandise of this nature, Pearson's have just responded to the call of the good weather. Now that winter has gone and summer is at hand there will be money made in the things that can be used out of doors. Sports are limited to no one class. Adults and kiddies both have their outdoor hobbies and the bookseller and stationer who caters to these will be sure to benefit by his progressiveness.

Calgary being an inland city it will be noted that Pearson's do not push to the front goods that are suitable for the sea-side. In places that are near the water, though, there are big possibilities here. Especially is this the case now when the holiday season is in sight.

The return to holiday-making by the community generally must have a satisfactory result to all those engaged in the sale of goods used by youngsters in and by the sea, irrespective of the location of the store, for as already stated considerable purchases are made in inland towns as well as at the sea-side depots.

Experience, too, has shown that almost anything that can be used by a boy or girl out-doors will sell in the summer-time, especially ot the sea-side.

Watch a family off for its vacation and the youngsters, and frequently the parents, will be seen laden with nets, pails, spades and similar articles, although the identical goods can be purchased in the place to which they are bound. Evidently there is ample trade for all, particularly when it is borne in mind that the spades get lost, nets and pails broken, ensuring renewals being purchased from the seaside depot.

With the spades and pails as prominent features of the stock, many other good selling lines need to be kept in mind such as boats, fishing lines and so on.

Another feature of the sea-side trade is the stock of goods that meet the requirements of the youngsters on wet days when the sands are forbidden and the time drags heavily owing to play being confined to indoors. Here construction toys, games, paints and such things serve to fill in the gaps.

In connection with a season trade there is nothing so helpful as an early start, for there are still a number of folk left in the world who look ahead and undoubtedly many individuals responsible for the change from town to sea-side life of families arrange for complete equipment quite early. These are days when every sale tells against the ever increasing expense, and neither the smallest or largest emporium can afford to miss a customer.

Some of New Spring Toys

Children are now being drawn to the toy department by spring toys. In an attractive sandhouse filled with all kinds of sand toys, such as moulds, pails, bags, etc., little tots—prospective customers of a big department store—were seen amusing themselves. On a special table sand toys are offered for sale. Tin locomotives in red and blue colors, drawing sand dumping cars, are very attractive.

Metal toys in the form of small vacuum cleaners, lawn-mowers, carpet sweepers and laundry sweepers are very interesting. New outdoor toys, in the form of coaster cars, are also being shown. China, wicker furniture and aeroplanes are among the toys displayed in another toy department.

In another place, an original line of wooden "quack" ducks mounted on wheels, are exhibited on a special table. The ducks consist of flat pieces of wood put together. The duck is called a "quack" because it moves its bill and makes a noise when pushed.



Sporting goods and toys for the kiddies, as well as firecrackers and other lines a seasonable nature, were featured during the month by W. A. Wilson, 145 Roncesvalles Avenue, Toronto. The illustration above gives some idea of the display featured during the big "shopping week" staged by the Roncesvalles Business Men's Association.

TRADE'S ACTIVITIES IN TABLOID

New Toronto Store. — The Bargain Book Store has been registered in Toronto, Ont., at 193 Yonge Street.

On An Early Vacation.—Mr. and Mrs. W. K. Ireland, of Owen Sound, Ont., are spending a short vacation in the Perth district.

Firm Changes Name. — The Nixon Book and Wall Paper Co., of Moose Jaw, Sask., is now to be known as Pearce & Stephens, Ltd.

Young Dealer in City.—Lyle Ireland, of the W. K. Ireland Book Store, Owen Sound, Ont., motored to Toronto last Thursday. He was accompanied by Redge Wickham.

Plenty of Action Here.—Slapstick Director—"Can't you suggest a novel from which we could adapt a comedy?"

Comedian—"My memory isn't very accurate, but isn't there a book called 'Alice Threw the Looking-Glass'?" —Film Fun.

A Budget Incident.—Here's one budget incident: A local importer failed to clear goods from Germany valued at 10,000 marks on May 9. As a result he pays $381.50 more duty. The value for duty on May 9 was $200; on May 10 it was $1,290 under the 50 per cent. depreciation minimum. On May 9 price the duty at 35 per cent. would have been $70. At the same rate on May 10 the duty was $451.50, difference $381.50.

Authoress in Whitby. — L. M. Montgomery (Mrs. Ewan Macdonald) entertained the pupils of the Ontario Ladies' College and a number of residents of the town of Whitby, Ont., with readings selected from her well-known books. Her selections from The Golden Rule, Anne of Green Gables, and her poems, were greatly appreciated. Principal Frank Farwell presided, and other speakers were Rev. Edwin Smith, an old friend of Mrs. Macdonald's, and Miss Maxwell, Lady Principal.

Bliss Carman Returns.—Bliss Carman, who was unable to respond to all the demands for him during his visit to Canada, has made arrangements to return for the last two weeks in May to undertake a supplementary tour. Mr. Carman will also be the guest of his old friend, Peter McArthur, on his farm in Ekfrid, for a part of the time. Since his visit here Mr. Carman has been in Fredericton, his birthplace, and friends who have seen him say that the return to his native land has driven away all traces of the illness that clouded his life for many months.

Now in New Store.—D. J. Young & Co., of Calgary, Alta., are now in their new store at 107 Eighth Avenue West. The firm has increased its stock of stationery, blank books, office supplies, etc.

A Periodical Drip.—Jones was trying hard to stop a leak in a water pipe with some pages he had torn from an old magazine.

"How does it work?" asked his wife.

"Pretty well," said Jones; "it only drips periodically now."

An Author Some Day.—"You seem to keep on friendly terms with the children."

"It's the best thing to do when you live in a small town. One of the kids is almost sure to turn out an author some fine day and write up the place." —New York Sun.

Books or Travel? — "Resolved, That Travelling is More Educative than Books," was the subject of an interesting debate given by Norval Union Church Young People's Society in the Presbyterian Church, Norval, Ont. The affirmative was supported by Mrs. L. F. Greenwood and Norman Campbell and the negative by Mrs. Annie Kaye and Roland Laird. The negative was awarded the decision by a small margin.



Archie McKishnie, celebrated Canadian novelist, raised in Chatham, Ont., now residing in Toronto, whose "Lenix Ballister" stories are now running in MacLean's Magazine.

Has Big Wall Paper Display.—G. Haslam, of the Book Arcade, Carberr Man., has been making quite a "driv recently on wall paper.

A Treat in Store — The Japane Crown Prince refuses to manifest asto ishment at anything he has seen so f in England. But he has yet to me H. G. Wells.

Author's Wife on Visit.—Mrs. Fra L. Packard, wife of the famous noveli has been in Owen Sound, Ont., the gue of Col. and Mrs. Eberts Macintyre. M Packard is a sister of the former and quite well known in Owen Sound. S resides at Lachine, near Montreal.

Market for Canadians.—J. M. Gibb president of the Canadian Authors' A sociation, and general publicity agent the C.P.R., told the Copyright Comm tee of the House of Commons that t United States was the market for Can dian authors, and that the Canadi market was too small to consider. H said that proposed amendments to t Copyright Act would seriously interfe with the United States market.

Shortage of Text Books.—Shortage text books for pupils in the Hamilto Ont., public schools is causing the lo trustees considerable worry. Lette have been sent to the department at T ronto and Hon. R. H. Grant reports th all text books have been sent out a if there is a shortage in Hamilton it up to the distributors and not to t department. Examination time is a proaching.

A Debate on Copyright.—"Why is that now, as twenty-five years ago, it impossible for Canadian authors a Canadian publishers to get together a agree upon a copyright law which t Government will enact? This sort thing is possible in other countries," sa the Toronto Globe, adding: "Unable reach an understanding our authors a publishers send out their rival arg ments to the press and public in regal to the copyright bill proposed at Ottav Both sides are carrying an appeal to t court of public opinion. Why not ha the question argued out in joint deba before the Canadian Club, the autho and the publishers each selecting representative for the purpose? T subject is simply crowded with intere ing material of which competent d baters would make good use. A discu sion of that sort would post the cop right question on the wall for all to s

Starts Up in Quebec.—John E. Walsh as started up in the stationery business i Quebec City, P.Q.

New Loose-Leaf Business. — Joseph onia has registered the Union Loose-eaf Binder Co. in Montreal, P.Q.

Hamilton Store Sold.—Robert C. Aldidge, of Hamilton, Ont., has sold his bacco and stationery business to C. J. Venham.

Business Changes Hands.—E. J. Hayard, of Toronto, Ont., dealer in toys, ovelties, etc., has sold his branch business at 1,088 St. Clair Avenue to H. J. orman.

Back From the West.—Thomas Allen, the Thomas Allen Publishing Co., has eturned from a trip through Western anada. While touring his old "stamping ground" Mr. Allen had a great time enewing acquaintances.

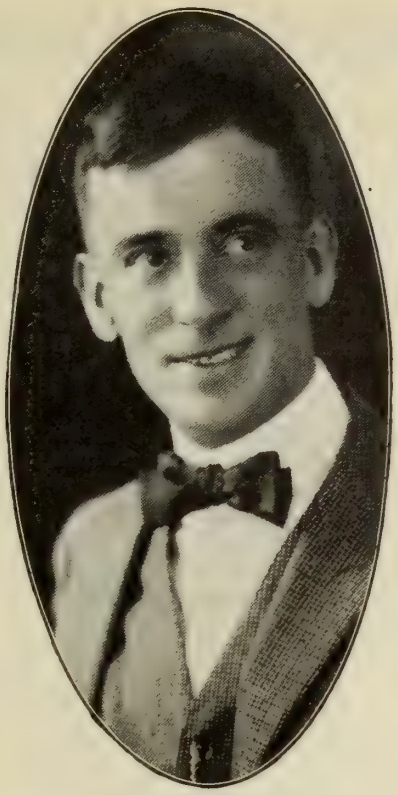
Sailors Were Puzzled.—Two sailors at dog show were gazing at a valuable kye terrier which had so much hair that looked more like a woollen mat than dog.

"Which end is 'is 'ead, Tom?" asked ne.

"Blowed if I know," was the reply. But I'll stick a pin in him and you look hich end barks."

Opening in St. Catharines.—A branch the James Connelly stationery business at Niagara-on-the-Lake, Ont., has ecently been opened in St. Catharines 295 St. Paul Street. For the present r. Connelly is looking after the business and, in addition to a full line of ationery, is adding fancy goods and ina.

Off To the Old Land.—A. R. MacDouall, of the A. R. MacDougall Co., left oronto on May 27, sailing from New ork the following day for England. hile in the Old Land Mr. MacDougall ill attend, as a delegate from Toronto, e Rotary Club convention in Edinrgh. He will also represent the Pub Affairs Committee at the Internaonal. Paris and Belgium will be inuded in Mr. MacDougall's overseas inerary.



EDGAR A. GUEST

whose latest book of poems has just been placed on the market by the Copp-Clark Company, under the title "When Day is Done."

New Store in Manitoba.—C. W. Gardner has opened a new stationery store in Hartney, Man.

He Surely Was Steady.—"That man you've had working for you asked me for a job this morning. Was he a steady chap?"

"He was. If he'd been any steadier, he'd have been motionless."

Retailer Not Manufacturer.—"The retailer is not a manufacturer in the general acceptance of the word." This decision, of vital interest to all retail merchants throughout the Dominion, is embodied in the judgment handed down at Ottawa in the Exchequer Court of Canada, in the case of King vs. Messrs. Pedrick and Palen. The case was one in which the crown sought to collect a two per cent. manufacturers' tax.

Ought To Be There.—"Have you the 'Laughing Man,' by Victor Hugo?"

"I don't know, ma'am," said the new clerk, "but we have a large assortment of joke books in the rear. Step this way, please."—Birmingham Age-Herald.

Personal Appearance Counts. — Fair Aspirant: "Do, please, let me read my novel to you."

Publisher: "Don't trouble, my dear young lady; my reader will see it."

Fair Aspirant: "Yes, but he won't see me!"—London Mail.

Ban Hearst Magazine. — The Simcoe I.O.D.E., which has asked the Simcoe library board to bar Good Housekeeping, a Hearst publication, from the library tables, has replied to the board's request for reasons why it should be banned. "The name of William Randolph Hearst on the front page is sufficient reason," reads the reply.

Tribute to "The Goblin."—"The Goblin," published monthly by undergraduates of the University of Toronto, at No. 8 University Avenue, is a surprise and a joy among college publications, says Toronto Globe, adding: This melange of mirth, as it is called, is another edition of Punch and the wonder is, how do they manage to do it?

From Pulpit to Bar.—Rev. Robert E. Knowles, the distinguished preacher-novelist, for many years pastor of Knox Presbyterian Church, Galt, has, after a long illness, forsaken the pulpit for the bar, and made his first appearance as counsel in a Toronto court, when he secured judgment from Judge Morson and a jury for the full amount claimed in the suit of his clients.

New Library for Toronto.—Plans for a branch library for Roden district in Toronto, to be situated in the vicinity of Gerrard Street and Ashdale Avenue, will be submitted to the Toronto Public Library Board by the chief librarian, Dr. George F. Locke. In view of the necessity for immediate relief in that vicinity as evidenced by the strong deputation of Roden ratepayers, has led the board to seriously consider the erection of a portable library until the permanent structure is erected.

"From what you saw and heard on the copyright question while before the Parliamentary Committee at Ottawa, what opinion would you express?"

This was the question put to M. G. Kelley, representative of the Publishers' Section of the Toronto Board of Trade, by the editor of Bookseller and Stationer. He replied:

"I feel that the committee were, perhaps, more keenly alive to the protection of the printing trade than to receiving technical consideration of international copyright. This is not at all to be wondered at, as copyright is one of the most intricate and puzzling branches of the law. The members seemed to place rather much reliance on the alleged analogy between patent rights and copyright. But, of course, there is all the difference in the world between these subjects, the very essence of copyright being international protection and the necessary condition of patent being protection against outside competition. I fear that unless the committee is brought to realize the importance of international copyright, and particularly United States copyright, to Canadian authors they may try the experiment of this bill, which experiment will indeed be a disastrous one for the authors.

Little in Budget to Worry Trade

Improvement in Case of Playing Cards is Noted—Increased Sales Tax, it is Felt, Will Have to be Absorbed—There is a Feeling That Sports Should Have Come in For Some Attention —Views Expressed by Leaders in the Retail World are Interesting

OUTSIDE of the increased sales tax and the revised tax on playing cards there is little to interest the bookseller and stationer in Sir Henry Drayton's budget for 1921. In other sections of Bookseller and Stationer will be found news of a general nature on the budget and even though it does not particularly affect the retailer it does affect him in a sense inasmuch as it hits the manufacturer, wholesaler and importer. It is well, therefore, that he should go thoroughly into the question.

The reduction of the tax on playing cards will be welcomed by the trade as it was felt that last year's impost was a trifle stiff. Taxes of 25 and 50 cents, it was thought, were too much to ask the public to pay. Under the new budget an excise tax of 8 cents per pack is to be imposed for every fifty-four cards or fraction of fifty-four in each package when selling at $24 or less per gross package, and 15 cents per pack is the tax levied when selling in excess of $24 per gross packages.

A Philosophical Viewpoint

These taxes are payable at the time of importation or when taken out of the warehouse for consumption in addition to the present duties of custom or at the time of sale by the Canadian manufacturer, but they are not to apply on playing cards when exported, being "accounted for to His Majesty in accordance with such regulations as may be prescribed by the Minister of Customs and Inland Revenue."

Lyle Ireland, of the W. K. Ireland Book Store, Owen Sound, Ont., voiced the view of the retailer when he said:

"It looks as though we will have to absorb the tax. But why make a protest? The Government says we have to do it and that's about all there is to it."

Retailers with whom the editor of Bookseller and Stationer has discussed the matter do not see how they can do anything else but absorb it — in other words, "take their medicine."

In some cases where a book is marked to sell at $1.90, some say it may be possible to add another ten cents and bring nearly all their popular fiction to this price, but until they have time to think things over and size up the situation they are not just sure what the "modus operandi" will be.

On this increased sales tax, though, N. A. Sinclair, president and manager of the Eaton, Crane & Pike Co. of Canada, feels very strongly.

"It seems strange to me," he said to the writer, "that legitimate business is taxed, bringing it home to the poor man in the long run, and heavier burdens are not put on the real luxuries that we enjoy, such as horse racing, motoring, cigars, theatres, hockey, baseball, etc."

Why Not Tax Sports?

Mr. Sinclair thinks that heavier taxes might well be levied on these things and no person be hurt at all. What is more, he feels that the returns to the Government would be more substantial.

"There would be just as many people go to the races," he said, "if they had to pay 50 cents a head more. There would be just as big a line-up at the baseball and hockey gates if there was a heavier tax per ticket. Our mileage would be just as great if we had to pay 45 cents a gallon for gasoline instead of 38. We paid it before when the price was up and it is doubtful if there was less motoring.

"If there was an additional tax, say, of 15 cents a seat on hockey fans between Halifax and Vancouver," added Mr. Sinclair, "the Government would get in more than the three per cent. will bring and no one would notice it as the public will have its sports no matter what it has to pay. But when the tax is imposed as it is now it is the man who is least able to bear it who suffers. We will not be affected much one way or the other only in so far as we are consumers for it is this class that has to do the paying."

Why Abandon War Tax?

Discussing another phase of the question A. R. MacDougall, of the A. R. MacDougall Co., said: "I do believe it is a big mistake to put what is equivalent to a surtax on goods coming from a friendly country. The United States is closely allied to us in business and such a measure might tend to jeopardize our friendly relations.

"Take then the case of pencils. As near as I can figure it out, the tax on pencils is about equivalent to the 7½ per cent. war tax which was taken off. This being the case, it is hard to see why that was ever removed. No person expected the war tax to come off. No person was objecting. If such a measure passes it may have the effect of unsettling the people again for there is the 2½ per cent. excise tax on duty paid value and also the duty on the exchange value.

"A man has to be a real scholar to figure up costs now," added Mr. MacDougall.

Retail Leaders' Views

The views of other leaders in business on the sales tax are interesting.

Says Henry Watters, of Ottawa, Ont., a leader in the Retail Merchants' Association of Canada:

"I advocate freedom of business and until 51 per cent. of us are enlightened enough to accept direct taxation we will have to perpetuate the present unscientific system. The sales tax rulings were the ideals of the R.M.A. They advocated that all taxation should be applied at the source and passed on, concealed and absorbed. That was a prominent topic of debate at the conference in Toronto, where the manufacturers were out and out for a turnover tax instead of a tax on sales. We opposed the turnover tax idea on the ground that it would operate unfairly on large business with small profits. A turnover tax on such a business would put it out, whereas the small business with large profits would get off with a meagre contribution to taxation. We appealed, therefore, to the Minister of Finance to apply the tax to the source of supply, i.e., customs entry and manufacture. I based my contention on the fact that it was the one practised by the administration at the present time."

Cannot Pass Tax Along

"I cannot see where we will be able to pass on the sales tax. It looks to me as though we will just have to absorb it," was the manner in which W. M. Maltby, president of the St. Clair Business Men's Association, Toronto, Ont., expressed himself.

W. C. Miller, secretary of the Retail Merchants' Association, Toronto, said the budget would prove fairly satisfactory to the retailers.

"From information we have we are convinced that placing the sales tax at the source is the best method. I am sure that, with the sales tax imposed on the manufacturer, jobber, etc., the Government will raise more revenue, and raise it more economically. The tax comes to us, anyway, on our invoices, and we pass it on to the consumer, instead of having to collect it. It is just the same as the case of a box of matches, which now comes to the retailer with the tax paid at the source. The retailers would have been very much disappointed if the Government had adopted the turnover tax. As it is, I think they will be fairly satisfied that the budget is right in line with the suggestions and representations we made to the Government."

Literature of the Dominion Censured As Not Being True

SINCLAIR LEWIS, author of "Main Street," American as he is, did a good turn for Canada during his ecent visit in Toronto. He marvelled, as very visitor and citizen who stops to hink about it must marvel, that there as so little distinctive Canadian literaure, and especially such a negligible uantity of realistic Canadian writing. What is required, he said, is ability and weat; ability to see how interesting, for xample, is life in Toronto, in hotel and treet and home, and then work to exress this civilization.

"We shouldn't need an outsider to emhasize our deficiencies," comments the oronto Star, "but in this case our lack so obvious and of such long standing hat a visitor, as well as home folks, canot refrain from pointing it out.

"Once in a long while a Canadian riter does write something about Canda, but rarely is the writing an authenic picture of actual life. Usually it is elodramatic or romantic, anything but eal.

"As usual, there are exceptions to rove the rule. Stephen Leacock, in a im native past, did write "Sunshine ketches." S. H. Howard still thinks nd writes of Ontario's fishing grounds nd of its northern woods. He still talks bout the valley of the Ottawa, where rench and English both are cradled.

"And there are others. But the whole howing is meagre."

Novelties in Summer Toys

Quality Improved and Prices Are Down—Boat Imitations That Reflect the Great War—Wide Range of Dolls Shown—Many Mechanical Varieties for Christmas Trade.

DURING the past month many interesting displays of fancy goods of all kinds have been announced by various wholesale houses in Toronto and Montreal, in readiness for the forthcoming Fall and Christmas trade. One Montreal house is showing one of the most comprehensive ranges of European novelties seen in the past ten years. Recent importations show a distinct advance in quality and workmanship over the merchandise formerly imported, and in general prices are marked at a radically lower figure than in any other season since 1914.

Summer toys are also remarkably plentiful and unusually attractive, each range showing a wider assortment than usual. Rubber balls come in as many as eleven sizes in colors ranging from one and three-quarter inches to five and one-half inches diameter. Terra cotta colored balls are shown as usual but there are two clever novelties on the market in the form of imitation footballs of rubber with a non-collapsible filling, which makes the ball practically indistructible. Prices on rubber balls are quoted from 10 to 20 per cent. lower than last year.

There is a heavy demand for the new wire skipping ropes for little girls, but ordinary varieties are being shown in various novel forms. It is stated that there is a plentiful supply of real glass alleys as well as of other imported marbles, also at lower prices this season. Stores report that marble playing has become remarkably popular with girls as well as boys, and that consequently stocks became depleted quicker than usual.

Clever Boat Imitations

Boats are being featured in better assortments at the wholesale houses, and include some clever models of realistic warships and torpedo boat destroyers, which will actually attain good speed in water if wound up. Sail boats and Indian canoes are exceedingly attractive, many novel features having been included in their equipment. The tourist trade will be amply provided for this year, with the many birch bark novelties, etc., that have been provided. Among the sand toy novelties are the new painted sieve-baskets containing moulds, shovel, etc., for making artistic sand pies. These come in several sizes and make a charming accompaniment to the pail and shovel outfit.

A large demand is reported for the so-called "noisy" toys, of ear-splitting character, while the more musical instruments such as horns, trumpets, cornets and flutes are gradually becoming more popular. The flutes are entirely new and are really wonderful reproductions of the real instrument.

A new series of clever tin toys on wheels which come six to a box, and represent the various domestic animals, is another novelty that will be of interest to youngsters. These are very cleverly designed and show considerable originality of idea.

Sporting Novelties

Sporting goods, including all the accessories for playing baseball, are being shown at reduced prices. Gardening sets, carpentry sets, outdoor games, such as ring toss, quoits, etc., and wheeled goods, including kiddie kars and dolls' carriages, are still other lines recently opened up. Celluloid toys and dolls seem to be more attractive than ever, especially the bath toys which are guaranteed to stand considerable immersion without losing color.

All sorts of dolls, both imported and domestic, are being offered at discounts ranging as high as 50 per cent. Very large dressed dolls with bisque heads are now priced at $5 each which were formerly $10. Among the dolls featured are full jointed, bisque headed styles with moving glass eyes, character baby dolls, also with bisque heads and mohair wigs, "Kidlet" dolls, rag dolls, knock-about dolls, rubber and celluloid dolls. These range in price wholesale from a few cents up to $10 apiece.



Window of John Lennox, Hamilton. This window features made-in-Canada goods, as the leather products, ivory goods, umbrellas, are all made in Canada.



Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

NEW MACMILLAN BOOK

Manuscript for a new novel by E. M. Delafield has just been received by her American publishers, the Macmillan Company. It is to be called "The Heel of Achilles."

* * *

PRINCESS IS HEROINE

Robert Hichens has for the heroine of his latest novel, "The Spirit of the Time" (McClelland and Stewart), a charming Russian princess, who captivates a more than middle-aged bachelor Englishman who meets her at Montreux, to which cosmopolitan centre he has gone to recuperate from the strain of the war.

* * *

FROM MUSIC TO FICTION

Robert Hichens, whose new novel, "The Spirit of the Time" (McClelland and Stewart), is to appear this season, is the son of a clergyman. His first resolve as a young man was to become a musician; he studied at the Royal College of Music, published many lyrics for music and a number of short stories, then abandoned music for literature.

* * *

ST. FRANCIS IN CHICAGO

This is the title of a delightful essay in an "old" book, "In Peril of Change" (Huebsch), by the well-known English Liberal, C. F. G. Masterman. Written in 1905, Mr. Masterman writes of America as he might write of it to-day: "To the other nations of the world America's entrance into Welt-politik has been like a descent of a brigade from the planet Mars, wielding a force singularly potent, absolutely new, and not quite accountable."

* * *

TAHITI IS TABOO

Frederick O'Brien, author of "Mystic Isles of the South Seas" (McClelland and Stewart), is debarred from his beloved Tahiti until he pays 10,000 francs and the legal expenses of an action brought against him by Captain Joseph Winchester, schooner skipper of the Dangerous Islands and the Marquesas group. The strongly flavored yarn in the second chapter of "White Shadows of the South Seas," in which is conveyed Mr. O'Brien's impressions of one "Lying Bill Pincher," was the cause of the action.

A REAL HAMILTONIAN

"Ham Can," or Hamilton, Ontario, is the birthplace of Hulbert Footner, author of "The Owl Taxi" (McClelland and Stewart). Born in 1879, he has been explorer, farmer, playwright, vaudeville artist, short story writer and novelist.

* * *

A TALE OF THE PHILIPPINES

"Terry: A Tale of the Hill People," by Lieut.-Col. C. G. Thomson (Macmillan Company, Toronto), gives a true picture of the Philippines under American administration. It is an adventure story, primarily, and it contains many exciting moments, but the element in it which will be of first importance to the American public is its description of the Philippines, people and administration.

* * *

EXCITING MYSTERY STORY

A new novel by Rabindranath Tagore will be published in the late spring by Macmillans. It is an exciting mystery story about a young Indian who tries to escape a marriage planned by his father. Both of their plans are pulled awry by the wreck of his boat on his wedding journey. Tagore gives us a striking picture of modern India, with a plot much more thrilling than that of his only other novel, "The Home and the World," which received such interesting comment in the American press.

* * *

"LUKE ALLAN" REVEALED

Author of "Blue Pete" Is None Other Than W. Lacey Amy

Readers of "Blue Pete, Half Breed," a new novel of cowboy life in Western Canada, now being published by McClelland and Stewart, may not recognize in "Luke Allan" the name of a Canadian author. This, however, is the pen-name of W. Lacey Amy, who is well known in Canadian journalistic circles by his articles and sketches, many of which appeared in the columns of the Toronto Globe, particularly those sketches written from England during wartime.

Mr. Amy was born in Sydenham, Frontenac county, Ontario, and spent his youth chiefly in the western part of this province. He was for three years proprietor and editor of the Medicine Hat Times. Like several other Canadian journalists he has found a field for his literary talent in London, England, and there achieved his first big success.

SALE IS ENCOURAGING

The Mussons are now going int a second edition of W. L. Craig's "How t Write Business Letters." This first ll Canadian book on the subject is ha a most encouraging sale.

* * *

A CANADIAN THRILLER

One of the chief Canadian stories of the year is "Blue Pete: Half Breed," by Luke Allan. It deals with cattle rustlers and their encounters with the police in the Cypress Hills of Western Canada Blue Pete is at once an original n quaint character.

* * *

WILL APPEAL TO LOVERS

Since their phenomenal success with the popular-priced book, "Tea Cup Reading," the Mussons will soon bring o a sister volume for the same market, "The Crescent Dream Book," containin a really authoritative table of dreams, gypsy card-fortune methods, and a chapter on "lovers' charms."

* * *

FAVORED IN MARITIMES

The Mussons' edition of "Evangeline" with an original-site map of the Evangeline country, and an historical introduction by F. J. Herbin, only descendant of the original Acadians now living on the home soil, is meeting with an enthusiastic reception in the Maritime Provinces.

* * *

A QUERY ON JAPAN

"What Shall I think of Japan?" by George Gleason (Macmillan Company of Canada), was ready on April 5. Mr Gleason was Y.M.C.A. secretary in Japan for nineteen years. On his withdrawal and return to this country, he has a most complimentary letter from the Japanese Premier. His book gives illuminating information on the real Japan.

* * *

MR. LANSING AND JAPAN

While Mr. Lansing's "Peace Negotiations" (Thomas Allen) was filling the front pages of the daily press in America, it was causing an equal tempest in Japan. The Japan Advertiser, of Tokyo, perhaps the most influential of the Japanese papers, devotes almost one-third of the front page to different phases of the book, with, of course, most of its interest in "Lansing denounces Japan's tactics at Paris Conference."

JUST FROM THE PRESS

"In the Alaska-Yukon Game-lands," J. A. McGuire, has just come from e press of the Stewart & Kidd Com- ny, Cincinnati. Mr. McGuire has nted all the big game of this contin- t for twenty-five years, and has been e editor of Outdoor Life, a sporting agazine, for twenty-three years.

* * *

NEW SUPPLY ON HAND

The demand for Cecil Adair's new oy" novel, "The Azure Lake," which s just been subscribed to the trade, s more than absorbed the whole of the st edition, and a further supply is now ing distributed by Stanley Paul & mpany.

* * *

ZANE GREY'S POPULARITY

Zane Grey's new novel, "The Mysteri- s Rider" (Musson), is doubling the ey record on last year's novel, "The an of the Forest," first-place best- ller for 1920. Zane Grey's books are w selling at the rate of 5,000 a day.

* * *

SNAPPY DETECTIVE YARNS

It was Malcolm Sage who found John ne, of Toronto. It was Sir John Dene io conceived the idea of the Malcolm ge Detective Bureau, and it was the ysterious series of cattle-maimings in rrey that gave Malcolm Sage his first eat chance. He solved a mystery that d defied Scotland Yard for two years. Ialcolm Sage, Detective" (McClelland d Stewart) contains a record of some the most thrilling and mysterious ses with which the great investigator s associated, whilst the daily life of e Malcolm Sage Bureau, with Miss adys Norman (secretary), Thompson ssistant) and William Johnson (office nior, with ambitions to become a Vi- cq), forms a background where lurk nedy and laughter, incident and love.

* * *

JUST BACK FROM LONDON

Ferris Greenslet, of Houghton Mifflin mpany, returned to America on April He has spent the spring in and out London, where he has been pur- ng his profession as publisher among itish book writers and makers.

* * *

RECENT PUBLICATIONS

Among the recent publications of nall, Maynard & Company are three vels: "The House of Night," by Les- Howard Gordon; "The Tang," by len Bell, and "Colinette of Red Moon," F. Roney Weir; and "The World at e Cross Roads," by Boris Brasol, a udy in nationalism vs. internation- n.

* * *

BOOK-CLERK'S EXPERIENCES

Two good selling ideas for Mark vain's "Huck Finn" and "Tom Sawyer" e outlined in a little booklet the Mus- ns are now distributing, being the iginal experience of a wide-awake ok-clerk.

BEST SELLERS DURING THE MONTH

The numbers given opposite each name signify points, the record being carefully compiled from direct reports from retailers.

Fiction

1.	The Mysterious Rider	68
2.	Main Street	66
3.	The Mountebank	39
4.	Valley of Silent Men	29
5.	Sister Sue	24
6.	Jacob's Ladder	23
	The Hall and the Grange	23

Non-fiction

1.	Prince of Wales' Book	43
2.	Ballads of a Bohemian	38
3.	A Straight Deal	28
4.	Outline of History	28
5.	Mirrors of Downing Street	26
6.	Golf Book	10
	Industrious Government	10

A STUDY OF CHARACTER

(Continued from page 30)

reading and all that sort of thing. Wilbur was mechanic and a lad after the heart of his tramp printer of a father with his quaintly amusing philosophy of life. Then came the war. The fastidious Merle, proud in his opinion of himself as a journalist, became in time a sort of millionaire socialist. It was his hope to stop the war—on paper. Wilbur went with the nation's best to the fighting front. And so destiny weaved its web. Wilbur returned and the young lady in the case acted promptly. She was not the first to show the aristocratic Whipples that they had picked the wrong twin but her action, just the same, was an eye-opener. The dry humor of Wilson's narrative style is as mirth-provoking as the dialogue of his subjects. It is an exceptionally refreshing story.

A NEW ENCYCLOPAEDIA

Thomas Nelson and Sons' Post-War Work Is Modern and Up-to-Date

The first volume of The New Age Encyclopaedia (Thomas Nelson and Sons; price $10 per set of 10 volumes) has just reached this office and is undoubtedly one of the handiest and most compact works of reference extant. It is a post-war work, is essentially modern and specializes on the most recent history, science, biography, geography and invention. It is written in the tersest language and every inch of space appears to have been utilized. The essential facts of the new age are presented at a glance, being also well illustrated with maps, diagrams and pictures. From the first volume, which takes in from " A to Banjo," it is evident that a specialty has been made of war topics. For instance, in this volume Aerial Warfare is described in detail, while a splendid account is given of the Siege of Antwerp. The battles of the Aisne are recorded at considerable length and the fighting in the Ardennes is succinctly described. It is evident that special attention has been devoted to the Great War and the changes which have taken place in the world of recent years.

THE PATH TO PEACE

A book which offers a solution of the Irish difficulty was issued by Fisher Unwin, 1 Adelphi Terrace, London, W.C., in conjunction with the Talbot Press, on April 27, "An Independent Irish Parliament: The Path to Peace," by an Irish King's Counsel.

* * *

EACH CHAPTER THRILLS

The author of the Grace Harlowe books (Henry Altemus Company) has a way of writing that is certainly most fascinating. There is nothing trashy about her stories, which recite many interesting episodes surrounding the life of the heroine. In Miss Flower's latest book, "Grace Harlowe with American Army on the Rhine," each chapter has a thrill of its own.

* * *

A STORY FOR BOYS

"The Pony Rider Boys with the Texas Rangers," just issued by the Henry Altemus Company, is sure to hold the interest of every boy reader from beginning to end. In this story the Pony Rider Boys cast their lot with the Texas Rangers, who ride the ranges day and night and win the respect and confidence of the officers of the law in many an exciting skirmish with bandits, border smugglers and thieves in the foothills of the Guadalupe Range.

* * *

BOY AUTHOR'S LATEST

On May 7 Houghton Mifflin Company published a novel by a young Englishman, Denis Mackail. It is called "What Next?" and it effervesces pleasantly with abundant humor. Mr. Mackail is still in his twenties and is just starting out in what seems like a most brilliant literary career of the Locke-Wodehouse school.

* * *

NEW ENGLISH IMPRINTS

Some of Houghton Mifflin Company's recent books, which will shortly appear under well-known English imprints, are: "Sister Sue" by Eleanor H. Porter; "Hospitable England in the Seventies," by Richard H. Dana; "The Peace Negotiations," by Robert Lansing; "Diaries of Court Ladies of Old Japan," by Annie Shepley Amori and Kochi Doi; Dinsmore's "Dante"; "Gunsight Pass," by William MacLeod Raine; "Big-Town Round-Up," by William MacLeod Raine; "A Study of Poetry," by Bliss Perry; "Accepting the Universe," by John Burroughs; "Plantation Game Trails," by Archibald Rutledge; "Crowding Memories," by Mrs. Thomas Bailey Aldrich; "Seven Ages of Childhood," by Ella Lyman Cabot, and "Beauty and Mary Blair," by Ethel M. Kelley.

* * *

TO DEPICT SCOTCH TINKERS

Miss Jane H. Findlater's collection of short stories, "A Green-Grass Widow," is to be published by Mr. Murray, 50 Albemarle Street, London, at once. The main story has for its basic interest the tinkers in Scotland. Scotland, it seems,



Office Equipment and Business Systems

GETTING REPEAT ORDERS FOR BLANK BOOKS

THAT every dealer should have a good stock book to keep track of his blank books as it helps him to know what goods are slow sellers and enables him to drop those which do not turn and use the space and capital for better sellers is the advice that such experts in the business as Charles A. Stevens, Thomas Groom and E. H. Sell would give to the trade. These three gentlemen reported on blank books at the fifteenth annual convention of the National Association of Stationers and Manufacturers of the United States, in part, as follows:

How many dealers label their blank books before putting them on their shelves for sale? Some stationers do not label them at all, but sell them as received direct from the factory. It is a splendid idea to give each individual book a separate number and when the customer wants another book like the one he has been using, all he does is to turn to the label on the front cover and telephone his stationer to send him a number 3671 blank book and the dealer turns to his numbering book and finds that number 3671 calls for a 500-page, 6-column, ¾ Russia, demy journal, manufacturer's number 261, and can only be purchased from this individual stationer, but if the label called for No. 261, 500-page, 6-column, then he could call up any stationer and purchase it. We have used these individual labels for the last nineteen years and every day we receive calls on the telephone ordering by our own numbers.

Placing Books on Shelves

It is a lot of trouble and labor to put these labels in the books, and put them in correctly, but it pays a handsome dividend in the repeat orders. All our salesmen have instructions before delivering a blank book to the customer to check up the special number and see if it is correct, as it may save us a lot of trouble later on if it should not be right —and sometimes we make mistakes. It is also a wise plan to place the thicker books on top of the thin books on the shelf, as most salesmen pull down the first book they lay their hands on and often the customer will take a 300-page book if shown first, where he might have taken a 150-page book if that had been taken down. It helps increase the volume of sales, as well as the profits, and does not take any more of the salesman's time to sell it.

It is also a wise plan to date the front label of the package when goods are received, so you can tell by the dates which package to bring up from the stockroom, and in this way you will always have the new stock in reserve and dispose of the old stock first.

Protect Books' Appearance

If goods are slow sellers try a P. M. on these goods by offering your salesmen a commission of 5 or 10 per cent. to dispose of them, and it helps turn slow stock into cash, which, in turn, can be used in buying good sellers and drop this other item from your stock book. Keep all books wrapped and labelled on your shelves as it destroys the looks if a cloth-bound book gets laid on a bare shelf and dust and dirt grinds into the cloth binding—have them wrapped with the back end of package open and not too tight so the wrapper can be used over and over again—as wrapping paper and time help keep up the high cost of living.

Blank books should pay a larger margin than pencils or pens, or many other lines. Did you ever think what it costs to market $500 worth of blank books—the item of freight and cartage—shelf room occupied—the number of times they have to be rewrapped—and the time used in dusting and keeping the stock shelves looking neat—and also the salesmen's time in showing several different kinds before the customer is satisfied—also the spoilage and depreciation where they are shown, particularly how the ladies, in selecting them, love to put a dirty glove on the pages and leave finger marks. Well, all that takes time to clean and put back on shelves when the same $500 worth of pencils can be shown and sold in a quarter of the time. Blank book stocks are not turned as often as many other lines, so, as I said before, they should show a larger profit on the sale.

The column books have taken the place of many of the best sellers in the line. These books are generally made in only two thicknesses and seem to satisfy all users—and I am glad to say that the manufacturers are gradually cutting other lines so we will only have two or three thicknesses in each line.

Chairman Stevens thought the manufacturers had done right in eliminating a lot of sizes and thicknesses, as it was quite a burden for both the manufacturer and the dealer to carry such a large variety. Take copying books for instance — they were always made in 300, 500, 700 and 1,000 pages, while to-day most manufacturers are only making two thicknesses and have cut down their variety about 75 per cent., which gives both the dealer and manufacturer more capital to use in other lines.

The investment is not as large in blank books on the dealers' shelves to-day as it was fifteen years ago on account of the tremendous inroads made by loose-leaf goods and while the dealer formerly had hundreds of dollars invested in medium and demy ends and band books, to-day his investment in these goods is very small and some dealers have dropped them altogether.

"I said before that the dealer's investment in blank books to-day was not as big as it was fifteen years ago," said Mr. Stevens, adding: "I might correct myself and say he does not carry as large a stock in number of units as formerly, but I doubt if his dollars and cents investment is much smaller on account of the high costs of to-day. Years ago the dealer's investment in blank books was by far his largest item on his shelves, but to-day his loose-leaf stock has grown so fast that it takes first place in his inventory."

Margin on Blank Books

By reducing the thicknesses and styles it gives both the manufacturer and dealer a chance to carry a larger quantity of the good sellers and turn over their inventory oftener than with such a large variety and it's in the turnover where the money is made.

Blank books cover a lot of shelf space and while to-day they are figured on a margin that should pay the dealer a profit, I think that they should be figured to sell at retail on a different basis. The quick sellers should be sold on a closer margin than the slow sellers, such as copying books, invoice and scrap books and full bound blank books.

Publisher Left $900,660 Estate

Sir William Gage's Will Provided for Many Charitable Bequests—Had Extensive Stock Holdings in Paper Mills and Book and Publishing Companies

THE late Sir William James Gage, merchant, publisher, philanthropist, left an estate valued at $900,660.78. The will, made on May 5, 1920, with a codicil of the same date, was filed for probate recently by Mr. J. M. Godfrey.

By his will the remainder of his income after providing for annuities to his family is divided equally between the Toronto Free Hospital for Consumptives, the National Sanitarium Association, and the Ina Grafton Homes Corporation for widows and their dependents. Ten thousand dollars is also provided for the Dixie cemetery as a memorial to his father and mother.

During the last seven years Sir William gave to charities approximately $375,000. His largest gifts were to the National Sanitarium Association $202,000, to the Ina Grafton Homes $130,000, and Trinity Methodist church also received during the past year $10,500. There was also a gift of $5,000 to Mount Allison University.

Bequests in the Will

The bequests in the will are as follows:

To Lady Ina Gage—household effects, $2,894.35; annuity for 15 years of $12.000.

To Mrs. Eva B. Love, Miss Irene Griffith, Miss Wilhemina Gage, Miss Gladys Gage, each an annuity of $12,000 for 15 years.

To A. Gage, brother, an annuity for life of $1,000.

To Violet Gage, niece, Maude Gage, niece, and Mrs. Charles McBride, each 150 shares in Educational Book Company, $37.50 to each.

To the grandchildren, Wilhemina Gage Love, George Hayward Love, of Toronto, Ina Jeanette Griffiths, of Buffalo, payments for maintenance and education, and share in corpus under clause 12 of the will. (This clause provides that at the end of 15 years the estate is to be divided equally among Lady Gage and the children, Lady Gage to receive hers absolutely, and the children receiving only a life interest, their shares being divided among their children when the youngest is 21 years of age.

What Codicil Provides

The codicil to the will provided for the 150 shares in the Educational Book Co. going to each of Sir William's two nieces, and to the widow of the late Charles McBride, who was for many years connected with the Gage business.

"Upon the marriage of each of my daughters (or upon my death in the case of any daughter who has married or shall marry prior to my death) provided a residence has not already been provided for her, I direct my executors and trustees to pay to her the sum of $15,000 to be applied in the purchase or erection of a residence," reads another clause of the codicil.

Holdings in Big Companies

Shareholders in the Educational Book Co. are to have the right to buy all his shares of the capital stock, and unless they otherwise agree, they are to take the shares in proportion to their respective holdings at the time of Sir William's death. Payment for the stock shall be extended over ten years, and purchasing shareholders are not to increase their salaries until the stock is fully paid for. The same provision is made in regard to his shares in W. J. Gage and Co., Ltd.

The annuities to the daughters are to be free from the control of any husband, and each of them is desired from her income to constitute what she may deem reasonable to charity. This, however, is not a command—rather, a hope.

Points to Remember in "Pushing" Sales Of Office Supplies

Should you have a 500-page book in your hand, don't tell the customer the 700 has a couple of hundred pages more. Get a 700-page book and let him see the two books for actual comparison of the thickness which he has in mind.

In showing a book having an index running through it, don't say rapidly, "There are more leaves by B, C, H, M, S and W," but place your fingers upon each of these letters in turn saying slowly, "There are extra leaves for B, C, H, M, S and W." In this manner the customer will grasp the idea of the way the book is indexed. At times a customer will start to count the number of lines in a book. It is helpful to him, to your house and to yourselves, if you are able to say, assuming the books are ruled with No. 4 feints, "The book has forty-two lines, meaning a cap, forty-eight lines if a demi, twenty-four lines if a cap quarto, and thirty-four lines if a medium quarto." Or, if you are handling a line of goods with some other width feints, become familiar with it.

Philadelphia Stationers' Association

In giving a price for a journal or ledger don't say, "It is $18.75." Say, "It is 18.75." Of course the amount is the same, but when you mention dollars it makes the price seem high for the book.

A bank messenger once came in our store, purchased a small book and said to me, "You need not wrap it. I will put in in here," meaning a satchel he had. When he opened the satchel I saw it was filled with money. I said, "How much have you in there?" He casually said, "Twenty." Had he said twenty thousand dollars I would have thought it a lot of money, but when he said "twenty" it made it seem entirely different.—From W. F. Fowler's address to the Philadelphia Stationers' Association.

Links Up Window Display With Tree Planting, New Calgary Firm Putting Emphasis on Office Supplies

Calgary, Alberta, has added one more enterprising firm to her long list of retail merchants that of the Connolly Stationery Company, located on Seventh avenue at Second street west.

This firm is one of the oldest established book and stationery firms in Canada, the original store having been opened in Halifax over 60 years ago. T. L. Connolly, along with his assistant, B. E. Bent, is quite confident that a good business can be worked up, and from the looks of things has a most promising looking start.

The firm will handle a complete line of commercial stationery, office equipment, filing and loose leaf devices. Mr. Bent is an experienced blank book and loose leaf specialist.

The store has a bright and cheery looking interior and is very well stocked. There are long glass showcases suitably arranged to display the goods, everything having been furnished in a most up-to-date manner.

Mr. Connolly is enthusiastic on the tree planting campaign now being carried on in Calgary and has put in a special window display which has been cleverly combined with the stationery business.

Montreal Man Recommends Keeping a Record of Results From Book Displays in Windows

THE object of dressing a window in a bookshop is to stimulate sales of books. The general public to whom the appeal must be made, says Frederick D. Hartman, of Chapman's Bookshop, Montreal, P.Q., writing in Publishers' Weekly, may be classified as follows:

1. Bibliophiles—those who are devoted to books and would come into bookstores regardless of the appeal of any advertising.

2. Those who never read books and consequently never buy books.

3. Those who occasionally buy a book, but do not want to buy a poor one. These as a rule never read book reviews, unless by chance printed in with general news in a newspaper.

The percentage of each of these groups which pass a given window varies of course with the locality of the shop and must be estimated by each dealer for himself. In general the greatest latent source of profit lies in the third class.

Appealing to Bibliophiles

Mr. Hartman goes on to say: If a shop is managed by a litterateur he is quite apt to devote all his energy to appealing to the first class of people—the bibliophiles. He will sell and advertise well those books which he himself enjoys and not exert enough effort to advertise and sell books for members of class three—those who have to be shown why they should buy a certain book and who after having been sold a few books which they enjoy will readily become regular purchasers. This bookish dealer will too often exert himself to persuade a customer (who is going to buy some book anyway) to buy one definite title, the dealer's favorite.

On the other hand the opposite type of dealer—the merchandiser—will devote too much energy selling or trying to sell members of class two—the people who almost never buy a book and don't read the occasional one they have been persuaded to buy.

Catering to Three Classes

I have outlined these two types of dealers to facilitate correcting and guarding against their faults as they would be reflected through the window dressing.

To appeal to class one, copies of standard works, rare editions and all works of literary value may be carelessly laid out. It is well to display the title page of many of the books. Even though more than one copy of a book may be on hand it is better to exhibit one copy only, for the book will be thus much more seductive to the booklover.

To appeal to class two the merchandiser may arrange large stacks of books he wishes to push, in various regular designs. The jackets are useful for decorating the background. It is quite easy to arrange a stock of books in some striking design which will arrest the attention of the passer-by, though the writer is skeptical regarding the permanent sales building derived as a result of startling configurations formed from books.

Class three, and herein lies surely the greatest latent source of profit to the dealer, may be reached by neat displays —not too many titles at a time—of pop ular novels and essays, poems and tech nical books. Reviews should be followe carefully, and some pungent phrase c sentence quoted on a card connected u with a few copies of the book in que tion. Or the quotation can be paste against the glass with a streamer a tached to it directed to the books. It very advisable to get reviews, in brie of books from local people (clergy school teachers, etc.) and display the in the window prominently showing th name of the author.

"Editing" a Book Window

The bookdealer should put as muc care into "editing" his window as th newspaper editor in his review page, an results will soon show what the righ number of reviews per window is.

Interest can be aroused by showin notices of the following sort—all o which are readily obtainable.

1. Pictures of authors.
2. Biographical notes of authors, illus trators, etc.
3. Reports of large editions.
4. Changes in paper market.
5. "Best sellers" in big book centers.
6. Titles of books reviewed in variou books and journals. (Kept on file fo convenience of customers.)

It is very advisable to keep a carefu record of window displays with result obtained. In short, a bookseller can fin as much interest in his window as if h were editing a book page or revie column in a paper. Nothing is so infec tious as "Bibliophilia" nor so profitabl to the dealer.

British Columbia Man Goes Through Every Book in Stock; Even Best Authors Inspected by N. E. Suddaby, of Fernie

How many dealers who handle books make a point of reading every one in stock? "Stiff job" is the expected response and in all probability the one with which such a query would be met.

But N. E. Suddaby, of Fernie, B.C., does this very thing. Mr. Suddaby pays particular attention to his book department and carries at all times a large and varied assortment. In buying his books he makes it a point to make his own selections and, if at all possible, to read every book before it is offered for sale.

Not long ago while in the throes of a busy session, Mr. Suddaby sold a book before reading it. Knowing the author, he took a chance that this new book would be all O.K. In a few days the purchaser of the book returned and questioned the proprietor as to whether he had read the book. No, replied Mr. Suddaby, he had not gone through it.

"Well, just look it over," advised the customer. A hasty perusal of the book convinced Mr. Suddaby that it was not the kind he usually kept on hand. So he had the customer bring back the copy and he at once returned the whole shipment to the publishers.

Now this Fernie man takes no more chances. Even the best of authors have to submit to his inspection before being favored with a place on his shelves. There is no public library in Fernie, so Mr. Suddaby conducts one in his store. He also carries a complete line of school supplies.

Greeting Card Good Companion for Picture Postal

Cheery Little Missives Can Be Used at All Times—Special Drive on Birthday Cards Would Increase Sales—Sizing Up the Customer



THE greeting card business is growing. A few years ago the picture post card was "the big thing." This cheery little missive has, to a certain extent, gone the way of all things that come, have their day, and go. Now it is the greeting card. The picture postal still has a big sale, but the greeting card is securing a firm footing.

If the bookseller and stationer does not make the most of this little harbinger of good cheer and love it is his own fault. It rests with him whether he does well with this or just gets what business happens to come his way.

Certainly, if he keeps it before the public that he has timely greeting cards in stock, he will benefit by his progressiveness. For, according to Howard E. Betelle, president of the Greeting Card Association, approximately thirty million dollars worth of greeting cards were sold at retail during 1920. For purposes of comparison the year 1913 was cited. During that year something like four and a half millions of dollars were spent for greeting cards. Without doubt, this statement will surprise the greeting card dealers, although, on second thought, many will concede the great growth of the trade, measured by their own experience.

Although what may be termed the modern revival of greeting cards dates from 1846, yet cards of greeting were used in limited number for several centuries. Several of the very early examples of greetings cards are attributed to famous artists and engravers, Albert Durer among them.

But the modern development of the trade has been due to American enterprise and ingenuity. The alertness of card manufactureres in sensing the desires of the public and in anticipating its demands has resulted in a very widespread use of cards. Association has not lessened the efforts of the individual firms in striving for "the best" line. Association has worked wonders through its advertising and general trade promotion work to make that $30,000,000 of sales possible. And the co-operation of the dealers everywhere who advertised and displayed and talked greeting cards, turned the trick.

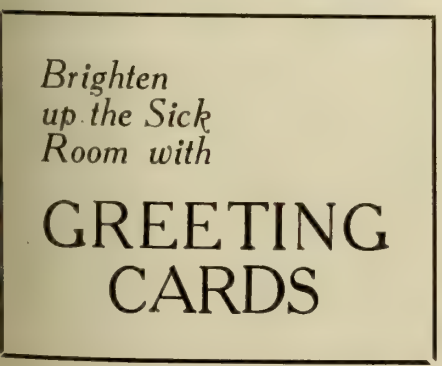
The Greeting Card Association has sent out during the month a few suggestions for window or store signs, these being reproduced with this article. "Send Regards with Greeting Cards" is suitable for any display at any season. "Brighten up the sick room" and "Have you forgotten anybody's birthday?" are good everyday signs.

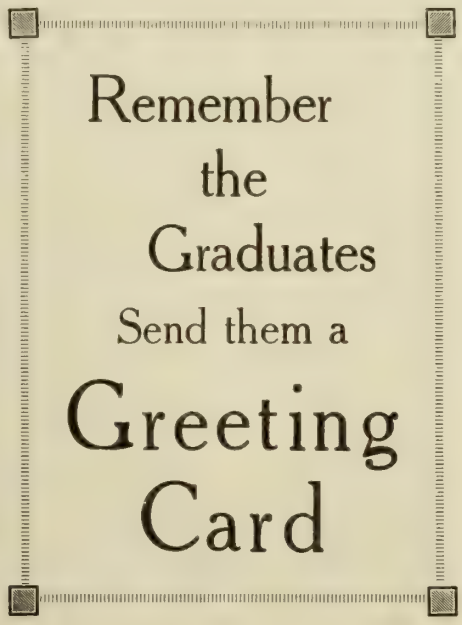
The bookseller can at all times make a special drive on birthday cards. Instead of letting a customer get off with the one card—sell a supply to have on hand. He can easily create a bigger use—for if the customer has some on hand she will send more, incidentally she will receive more, then she'll have to buy more—and so on, bigger and bigger will be the sales, because, of course, the live dealer will keep her posted on new things and she will continually visit the store. There is no store she visits that can be made more interesting then your store. Think of the charm of your merchandise, and make that very charm attract your customers often to your door to "look." It's easy to turn lookers into buyers!

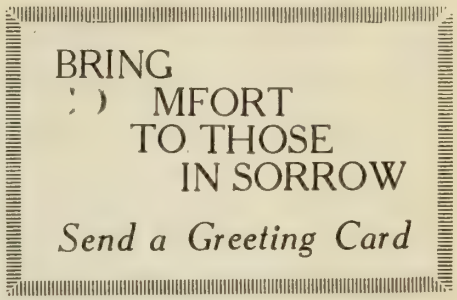
Merchants, it is pointed out, are realizing that in merchandising greeting cards they are supplying the most intimate demand of their customers.

The buyer approaches the greeting card department with the thoughts of home, of friends and of good fellowship uppermost in his mind. He is thinking of someone he loves. His mind is full of fond memories of his old pal or his boyhood chum. He is at his best. His character and ideals are reflected in his face when the dealer has satisfied him with just the right sentiment.











New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

GEORGE J. McLEOD, LTD.

Fiction

In Red and Gold, Samuel Merwin, cloth, $2.00; By Advice of Counsel, Arthur Train, cloth, $2.00; Desert Valley, Jackson Gregory, cloth, $2.00; Montagu Wycherly, L. Allen Harker, cloth, $2.00; Low Ceilings, Douglas Newton, cloth, $2.00; The Fire Bringers, Francis Lynde, cloth, $2.00; The Coming of the King, Bernie Babcock, cloth, $2.00; The Clue of the Primrose Petal, Harvey Wickham, cloth, $2.00.

THE COPP, CLARK CO., LTD.

Fiction

The Kingdom Round the Corner, Coningsby Dawson, cloth, $2.00.

Non-Fiction

When Day Is Done, Edgar A. Guest, cloth, $1.50; Camp Fires and Guide Posts, Henry Van Dyke, cloth, $2.25.

THOMAS NELSON & SONS, LTD.

Fiction

A Roman Singer, F. Marion Crawford, cloth, 50c; Little Novels of Italy, Maurice Hewlett, cloth, 50c; Queen's Quair, Maurice Hewlett, cloth, 50c; House with the Green Shutters, George Douglas, cloth, 50c; The Pit, Frank Norris, cloth, 50c; The Octopus, Frank Norris, cloth, 50c; Le Roman de La Momie, Theophile Gautier, cloth, 60c; Les Freres Zemganno, Edmond de Goncourt, cloth, 60c.

Non-Fiction

History of the War, H. C. O'Neill, cloth, $3.75; New Age Encyclopaedia, 10 vols., cloth, $10.00.

Juvenile

Moufflou, Ouida, cloth, 45c; Dick and His Cat, T. A. Spalding, cloth, 45c; Slave and His Golden Egg, T. A. Spalding, cloth, 45c; Molly's Bedtime Stories, T. A. Spalding, cloth, 45c; Margot and the Golden Fish, Amy Steedman, cloth, 45c.

THE MUSSON BOOK CO., LTD.

Fiction

Europe's Morning After, Kenneth L. Roberts, cloth, $3.50; The Madonna of the Hills, Arthur C. Empey, cloth, $2.00; Star Dust, Fannie Hurst, cloth, $2.00; Scattergood Baines, Clarence Budington Kelland, cloth, $2.00; The Film Mystery, Arthur B. Reeve, cloth, $2.00; The Silver Sixpence, Ruth Sawyer, cloth, $2.00.

Non-Fiction

First Aid to the Car or Highway Hints and Helps, H. W. Slauson, cloth, $1.75; Why Die So Young? Dr. J. B. Huber, cloth, $2.25; Practical Illustration, John D. Whiting, cloth, $3.50; The Secret Springs, Harvey O'Higgins, cloth, $2.25; How France Built Her Cathedrals, Eliz. Boyle O'Reilly, cloth, $6.00; A People's Life of Christ, Paterson Smyth, cloth, $3.50; The Greatest Failure in All History, John Sparo, cloth, $2.50; The People of Mexico, Wallace Thompson, cloth, $2.75; The Kaiser vs. Bismarck, cloth, $3.00; Out of My Life, Field-Marshal Von Hindenburg, two vols., cloth, $8.50; Allen's Synonyms and Antonyms, Sturges F. Allen, cloth, $3.50; Essays, William Dean Howells, cloth, $3.50; Effective Prayer, Russell H. Conwell, cloth, $1.65; What to Draw and How to Draw It, E. G. Lutz, cloth $1.50.

HODDER AND STOUGHTON, LTD.

Fiction

The Fortune Hunter, Ruby M. Ayres, cloth, $1.75; The Path of the King, John Buchan, cloth, $1.75; John Seneschal's Margaret, Agnes and Egerton Castle, cloth, $1.75; The Root of All Evil, J. S. Fletcher, cloth, $1.75; This House to Let, William Le Queux, cloth, $1.75.

Non-Fiction

Bible Types of Modern Men, Second Series, Rev. W. M. MacKay, B.D., cloth, $1.75; The Intention of His Soul, Rev. H. L. Simpson, M.A., cloth, $2.00; Stars of Retrospect, Rev. D. T. Young, cloth, $2.00; Food for the Fed-Up, Rev. G. A. Studdert Kennedy, cloth, $1.75; Mind of Early Convents, Moodey, cloth, $4.00; Cathedral, University and Other Sermons, Moule, cloth, $2.00; Christian Message, Iverach, cloth, $2.00.

McCLELLAND AND STEWART, LTD.

Fiction

The Wine of Life, Arthur Stringer; The Spirit of the Time, Robert Hichens; Bat Wing, Sax Rohmer; Mademoiselle of Monte Carlo, Wm. Le Queux; Dodo Wonders, E. F. Benson; Adventures of Bindle, Herbert Jenkins; The Swallow Dive, Sylvia Lynd; The House of Rest, Mrs. B. M. Croker; Four Corners, A. S. Neill; My Son, Corra Harris; Half Loaves, Mary Culkin Banning; The Indignant Spinsters, Winifred Boggs; The Yellow Horde, Hal G. Evarts; Strange Clues, Memories of a City Detective; The Booming of Bunkie, A. S. Neill; Boy Woodburn, Alfred Ollivant; Hunted Down, Recollections of a City Detective; Patricia Brent, Spinster (new reprint edition); Paid in Full, John Goodwin; The Veldt Trail, Gertrude Page (reprint edition).

New 50-cent reprints: Love Eternal, H. R. Haggard; Brethren, Haggard; Benita, Haggard; A Favorite of Fortune, Annie Swan; Snake Bite, Hichens; Fatal Fingers, Le Queux; The Hundred Days, Pemberton; The Innocence of Father Brown, Chesterton; Far From the Limelight, Page; When the World Shook, Haggard; The Wisdom of Father Brown, Chesterton; The Elusive Four, Le Queux; An Awfully Big Adventure, B. Artemeus.

Non-Fiction.

The Social and Industrial Problem, Alfred Hooke, $2.00; Imperial Commonwealth, A. P. Poley, $4.00; Jill of a Ranch, Gertrude Page, $2.00; Hay Border Flowers, H. H. Thomas, 50 cents; Popular Guide to Gardening, H. H. Thomas, 50 cents; Fishing Rods and Tackle (Work Handbooks), 50 cents; Romance of Invention (continuous readers); Romance of Industry (continuous readers); Black Arrow, Stevenson (school edition); Master of Ballantrae, Stevenson (school edition).

Juvenile

Lightfoot, the Deer, Thornton W. Burgess, $2.00.

THOMAS ALLEN

Fiction

Sister Sue, Eleanor H. Porter, cloth, $2.00; Gunsight Pass, McLeod Raine, cloth, $2.00; The Sand Doctor, Arnold Mulder, cloth, $2.00; Jackie, Countess Barcynska, cloth, $2.00; Beauty and Mary Blair, Ethel M. Kelley, cloth, $2.00.

Non-Fiction

The Peace Negotiations, Robert Laing, cloth, $3.50; Fundamentals of Accounting, William Cole, cloth; Light Side of School Life, Ian Hay, cloth, $2.25; Scenario Writing To-day, Grace Lytton, cloth, $1.65; Seven Ages of Childhood, Ella Lyman Cabot, cloth, $3.00; Cactus Centre, Arthur Chapman, cloth, $1.65; The First World War (two vols.), Col. Repington, cloth. $13.00.

THE RYERSON PRESS

Fiction.

Zell, Henry G. Aikman, cloth, $2.00; Val of Paradise, Vingie E. Roe, cloth, $2.00; Strength of the Pines, Edison Marshall, cloth, $2.00; The Mountebank, W. J. Locke, cloth, $2.00; The Hall at the Grange, Archibald Marshall, cloth, $2.00; Love of Long Ago, Marie Corelli, cloth, $2.00; The Arrow of Gold, Joseph Conrad, cloth, $2.00.

Non-Fiction.

Notes on Life and Letters, Joseph Conrad, cloth, $2.25; Great Men and Great Days, Stephane Lauzanne, cloth $3.00; Touchstones of Success, cloth $1.35; Mercantile Law, Wm. H. Angell, cloth, $3.50; Meaning of Socialism, Bruce Glasier, cloth, $1.75; Psychoanalysis of Sleep and Dreams, Andre Tridon, cloth, $2.00; American English, Gilbert M. Tucker, cloth, $3.50; Relativity, A. Einstein, cloth, $1.75; How the Mind Cures, Geo. F. Butler, M.D., $2.5

THE MACMILLAN CO. OF CANADA, LIMITED

Fiction

The Chestermarke Instinct, J. S. Fletcher, $2.00;; The Golden Answer, S. C. Bates, $2.00; The Green Bough, E. T. Thurston, $2.00; Folks, V. Murdock, $2.25; A Bill of Divorcement, C. Dane, $2.00; Man Who Did the Right Thing, Sir H. Johnston, $2.50; My South Sea Sweetheart, Beatrice Grimshaw, $2.00; Hearts of Three, J. London, $2.50; The Golden Windmill, Stacy Aumonier, $2.00.

Non-Fiction.

The Fur Trade of America, Agnes Laut, $6.75; Collected Plays, S. Phillips, $4.00; Breakers and Granite, J. G. Fletcher, $1.90; Religion First Manual, R. MacEachern, $1.40; The Myth of the Jewish Menace, L. Wolf, 60 cents; What and Where is God, R. L. Swain, $1.65; Phychology and Natural Theology, O. A. Hill, $3.75; Shall We Stand by the Church? D. Drake, $2.25; Highland Light and Other Poems, H. A. Bellows, $2.00; Modern Democracies, Viscount Bryce, $10.50 set; Nursing Procedures, A. Jamme, $1.80; General Practice and X-Days, Knox and Knox, $4.50; Child's Knowledge of God, Rev. T. Grigg-Smith, $2.50; Macmillan's Historical Atlas of Modern Europe, F. J. C. Hearnshaw, $2.00; Essays in Critical Realism, Durrant Drake et al, $3.50; Catholic Problems in Western Canada, G. T. Daly, $2.50; The Teaching of Religion, R. MacEachern, $1.35; Business English Projects, W. Hatfield, $1.35; What Christianity Means to Me, Lyman Abbot, $2.00.

THE PEACE NEGOTIATIONS

(Continued from page 31)

American nation. It was this "stubbornness"—one might call it—on the part of the president, according to Mr. Lansing, that lost Mr. Wilson the leadership in the proceedings, as the statesmen of the other Great Powers outlined the treaty negotiated and suggested the majority of the articles which were written into it.

Nor did Mr. Lansing like the secrecy with which negotiations were carried on between President Wilson and the principal European statesmen. To confidential personal interviews, which were to a certain extent unavoidable and necessary, Mr. Lansing had no objections, but the conduct of the entire negotiations through a small group sitting behind closed doors and shrouding their proceedings with mystery and uncertainty made, says Mr. Lansing, a very unfortunate impression on those who were not members of the secret councils.

A large part of the book is occupied with discussions as to the basis of the League of Nations; the author strongly criticizes the plans put forward by the President and by Lord Robert Cecil on the ground that they violated what to his mind was the essential condition of the equality and sovereignty of all states; and he makes himself the advocate of the complaints of the smaller states that they were throughout the discussions at Paris left out, neglected, and treated almost with contempt.

Reminiscences of "Canada's George" Coming in August

In spite of George H. Ham's frequent protestations that he "can't be bothered" with proofs, the Mussons will bring out his book, REMINISCENCES OF A RACONTEUR in August. The book is something unique and admirable in Canadian literature, and its reception is assured. Colonel Ham has added many delightful anecdotes and tales since the appearance of his articles in MacLean's Magazine, and the book itself will always be a truly living memorial to this well-beloved Canadian and his eventful life. Already interest is running high, and almost every mail brings the publisher or author letters of inquiry and commendation.

SWING BACK OF PENDULUM

(Continued from page 17)

man question would tend to put conditions on an even keel. "Certainly," he concluded, "I am looking forward to the Fall being a good season for business."

That the retailer has just about reached rock bottom in his stocks is the belief of N. A. Sinclair, president and manager of the Eaton, Crane and Pike Company of Canada. According to Mr. Sinclair, merchants everywhere are reporting an improvement in business and he is inclined to think that those who have been holding back will soon have to resume their buying.

"If the calls for merchandise are a key-note to the situation we are just about at bottom now," said Mr. Sinclair. "There is every indication that the retail trade has reached the limit of stock reduction. Calls on us to hurry up shipments are increasing steadily and it is not an uncommon occurrence now for a man to give us an order and then get after us a couple of days later to shoot him along his goods."

"A good deal of the depression," added Mr. Sinclair, "has been due to people being too cautious. The signs at the present time, though, are all good and the man who is putting in attractive window displays is finding the going a good deal easier than his neighbor who is not doing this."

MODERN DEMOCRACIES

(Continued from page 31)

istrative officers directly elected by the people except, in many towns, the mayor.

A comparison is made of the governments of Canada and the United States and it is somewhat surprising to hear the viscount declare that "viewed as a whole, the government of Canada, although nominally monarchical, is rather more democratic than that of the United States."

No single man, it is emphasized, enjoys so much power as the president during his four years of office, for the prime minister of the Dominion is only the head of his cabinet, and while under certain conditions he may exert greater power than the president "still he is inevitably influenced by his cabinet and can seldom afford to break with it, or even with its more important members while both he and they are liable to be dismissed at any moment by parliament."

The historical evolution of Democracy is sketched with rare skill and it is doubtful if any other author could have covered so much ground so well. Works of this nature are somewhat dry as a rule, but Viscount Bryce has put a personality into his book which makes it highly interesting and quite an easy treatise to read and understand. Even to the man who is not particularly interested in Democracy these two volumes should appeal if for no other reason than that they are both enlightening and entertaining.

According to the author, "the ultimate test of excellence" is "what democracy has accomplished or failed to accomplish, as compared with other kinds of government, for the well-being of each people."

The test thus set up is the comparative and not the absolute, and so the author applies it. In the interstices of his discussion of forms and functions of political institutions he contrasts the state of mankind under democratic government with that under its rivals. He recognizes readily enough that democracy has not brought the millennium, but he shows that it can readily be acquitted of any charge of impeding the progress of mankind toward a better social and economic state. Judged by its fruits, democracy stands convicted of many faults and unfulfilled promises, but its sins and its shortcomings are less grievous than those of competing contenders for the favor of mankind.

Did More; Earned Less. — A larger turnover and smaller profits were reported at the annual meeting of the Book Committee of the Methodist Church of Canada. The turnover for the year at the Methodist Book Room amounted to $1,424,345, being $180,000 increase on last year. The net profit, however, was less than half that of a year ago.

The Copyright Bill Passes House

Hon. C. J. Doherty Says New Measure Gives Fair Protection to All—Admits Canada in a Very Unsatisfactory Position in Regard to Copyright Legislation

AFTER a somewhat checkered career, the Copyright Bill received third reading in the House of Commons on Wednesday last, and the bill went up to the Senate. Discussion occupied the greater part of the afternoon.

Right Hon. C. J. Doherty, Minister of Justice, who had the bill in hand, emphasized that, in its present amended form, the bill gave Canadian authors every opportunity to secure protection under United States copyright regulations. At the present time, Mr. Doherty admitted, Canada was in a very unsatisfactory position in regard to copyright legislation.

The Minister of Justice explained that certain clauses in the original bill went exceedingly far in giving rights to the publishers. The amendments modified this, and were all in the direction of giving a wider and more complete protection to the authors. One change was that the royalty of 10 per cent. fixed under the original bill was done away with. This was because it had been pointed out to the committee that while the works of some authors might not command a royalty of 10 per cent., the works of other authors would command a much larger royalty.

Another feature of the amendments was the protection which they gave to authors in respect to the copying of their works. This was of special value to song writers, and provided them with protection from phonograph record makers.

Another clause of the Copyright Bill fixed the percentage to authors on phonograph records at two cents per record. This was the same rate as prevailed in the United States. Other clauses were drafted to give Canadian authors every opportunity of enjoying the copyright rules of the United States.

Mr. Doherty said it was proposed to add a sub-section to the bill which would provide against publication without the consent of the author of a second or succeeding edition of his work where such author had published one or more editions.

LOST HEAVILY IN FIRE

R. Norman Brown and Family Just Escaped With Lives

Losing everything but the clothes in which they stood, and their motor car, which Mrs. Brown heroically drove out of the burning building, the four members of the family of R. Norman Brown, of Brown Bros., stationers, Toronto, barely escaped with their lives when their recently purchased residence in "Millionaire Row," Jackson's Point, was burned to the ground a short time ago.

The Brown family moved from their Rosedale residence at 44 Dale Avenue, Toronto, to their summer home the latter part of the week, and had taken most of their valuables with them to avoid the chance of having them stolen from an empty house during the summer months.

Mrs. Brown had taken $5,000 worth of personal jewellery with her as well as expensive clothing and furniture.

Everything was completely destroyed but raking the ruins revealed some of the jewellery, the diamonds coming through the intense heat untouched.

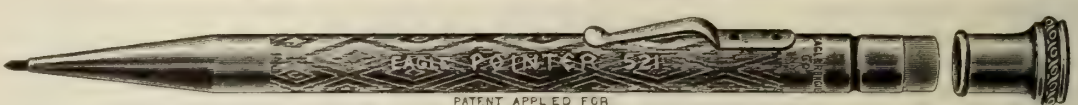
NOW IN NEW QUARTERS

N. A. Sinclair in Charge of Eaton, Crane and Pike Quarters

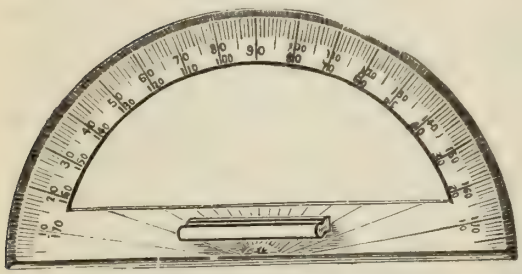
The Eaton, Crane and Pike Company of Canada is now snugly ensconced on the fifth floor of the Hobberlin Building, 336 Adelaide Street West, Toronto. N. A. Sinclair, president and manager, is in charge of the quarters, which take in 17,400 feet of space. Thomas Allen, of the Thomas Allen Publishing Company, is secretary-treasurer, and A. W. Eaton, president of the Eaton, Crane and Pike Company of Pittsfield, is also a Canadian. He is head of the business which recently amalgamated with the Sinclair-Allen Company.

STARTS UP IN HAMILTON

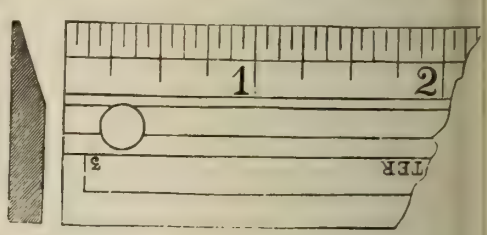
N. S. Harris has entered the stationery field at 1216 Barton Street East, Hamilton, Ont. He is carrying a full line of stationery and tobaccos. Although the business is only a month old it is growing rapidly.



This is a new metallic everpointed pencil now being manufactured by The Eagle Pencil Company to retail in the United States at fifty cents. The pointed end of the pencil is equipped with a reservoir with extra leads, the total length being eleven inches. There is an eraser where the cap is removed at the other end. The pencil is attractively finished, of chased design and has clip attached. A complete set of directions accompanies each pencil.

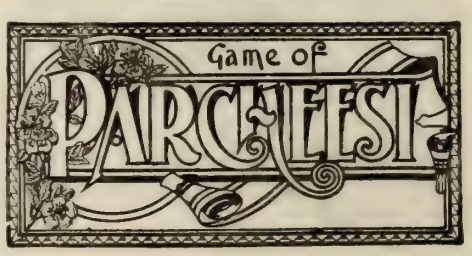






On the made-in-Canada table, too, are black leatherette and sheepskin school bags, lead pencils in all the grades for drawing and commercial use, rulers, blackboard protractors and set squares.

Blackboard rulers are also being shown and a natural wood line of penholders, as well as some new maps, games, inks and flags.



New made-in-Canada lines have been put on the market by the Copp-Clark Company, these including the Archive and Oxford erasers which are said to be the first of the kind made in Canada. The claim is made that they are just as good as any made hitherto in other countries. Another wedge eraser of real rubber is the "Poppy."

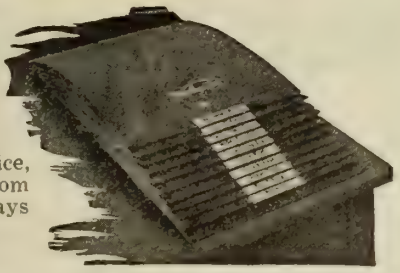
WELDON ROBERTS
Rubber Erasers

Long ago knowing stationers agreed that with our collection of 88 styles of World's Quality Standard Erasers, they could satisfy every demand.

Erasers For Every Purpose.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

More Profits *for* Dealers



The Work-Organizer "is as good a repeat sales proposition as a fountain pen," says a large Office Supply Dealer. "Those who use it like it. When one is taken into an office, other orders follow from the same firm," says another dealer.

Push the Work-Organizer at a Good Profit

Urge your customers to equip a few desks with Work-Organizers as a test—then watch your Work-Organizer Sales grow. Work-Organizer Window Displays make sales jump. Keep them prominently displayed—help customers to get acquainted with what Work-Organizers will do for them. Tell the story of Work-Organizer efficiency enthusiastically and often. That's what makes sales.

Push Work-Organizers as a business economy and watch your profits climb.

Write for bulletin giving suggested Window Displays. See that your sales force is getting copies of our Sales Bulletin—send us their names and we'll do the rest. Remember, Work-Organizers pay a liberal profit; our re-assortment plan insures a well balanced stock. Write us to-day. Let us help boost your profits.

The Work-Organizer Specialties Co.
725 W. Grand Blvd. - Detroit, Mich.

Fine Inks *and* Adhesives
FOR THOSE WHO *KNOW*



Higgins'
- **Drawing Inks**
- **Eternal Writing Ink**
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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.
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GET THE BEST! BLOTTING PAPER

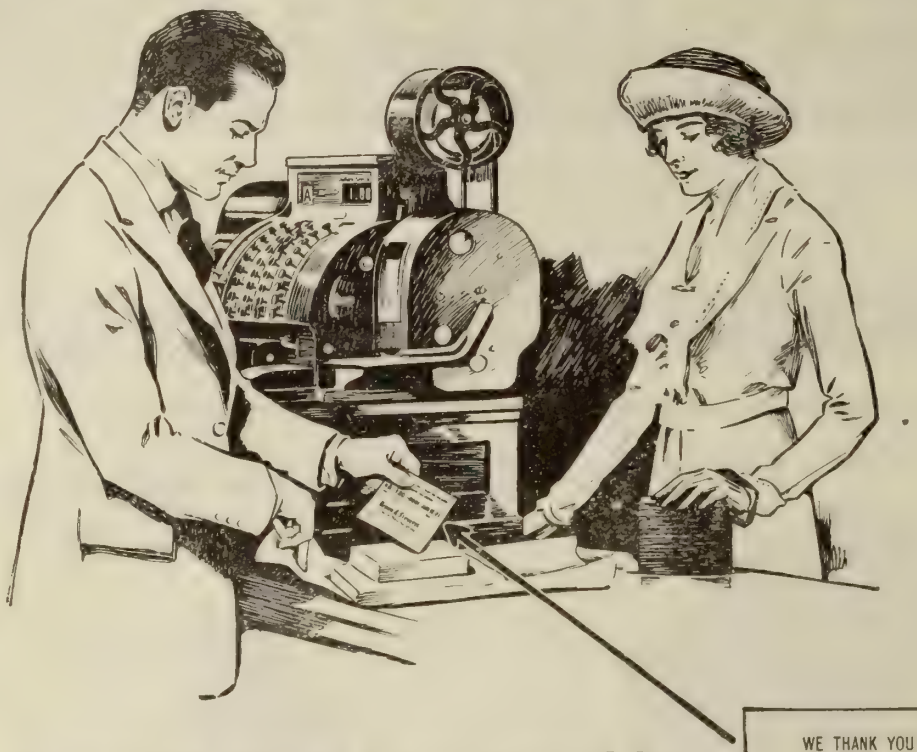
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THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

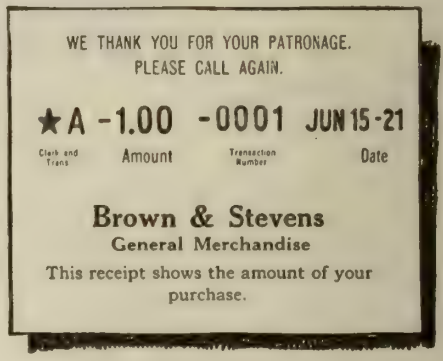
THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER



A receipt printed and issued by a National Cash Register →



The register prints a record of the sale on the receipt. The star shows it was a cash sale. "A" is the clerk's initial. The amount is $1.00. It was the first sale on June 15, 1921. The register also prints an advertisement of the merchant's store on the front and back of the receipt.

Benefits the customer :

The plainly printed figures of the amount on the receipt show that she has not been overcharged. She likes to buy in a store of this kind.

Helps the clerk :

It proves that he registered the right amount. The added and printed records inside the register give the clerk credit for the sale.

Protects the Merchant :

He knows that to get the proper amount printed on the receipt, correct added and printed records must be made inside the register.

A National Cash Register is the only machine that prints and issues this kind of a receipt.

We make cash registers for every line of business

NATIONAL CASH REGISTER CO.

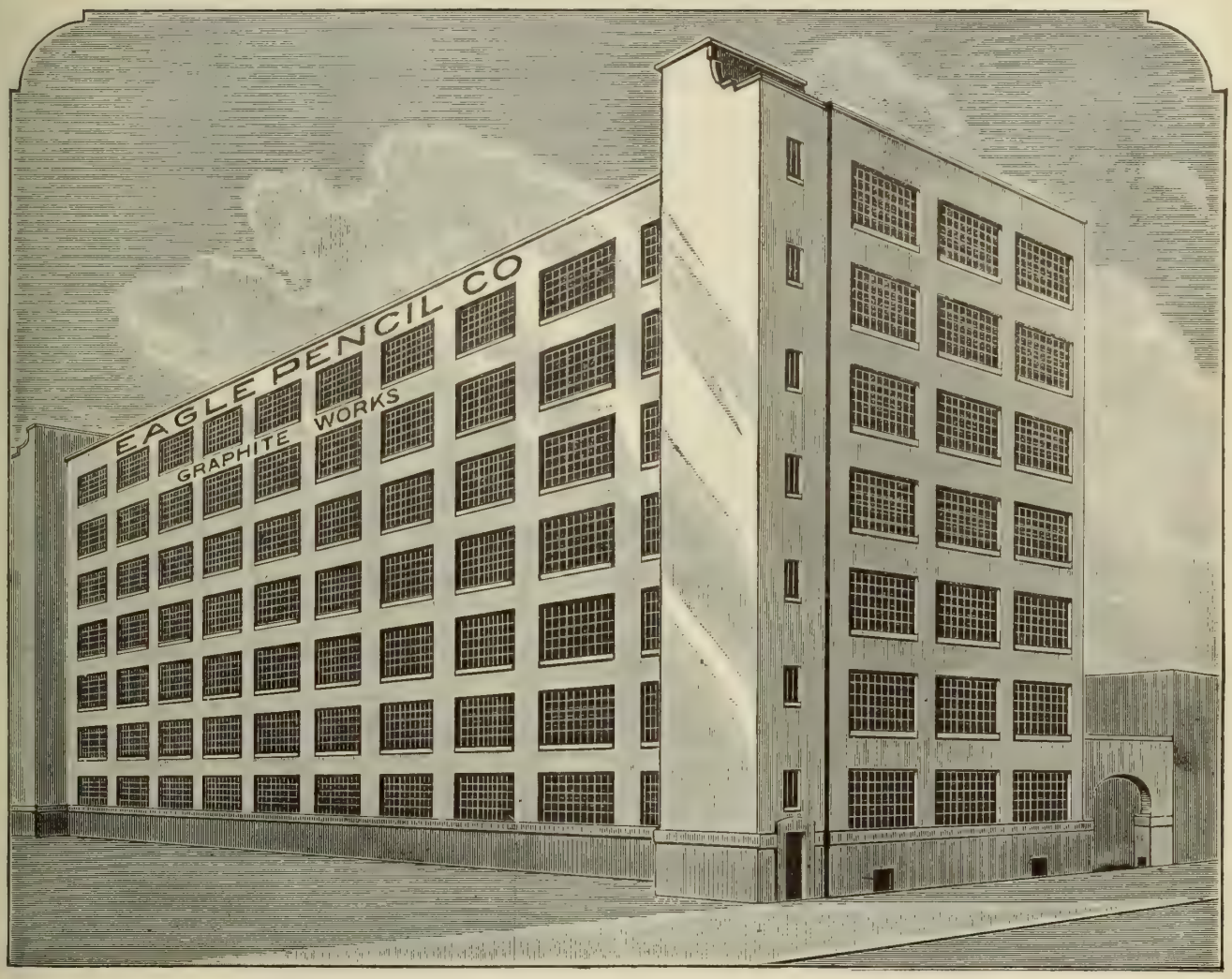
OF CANADA LIMITED



Addition to

The Largest Pencil Factory in the World

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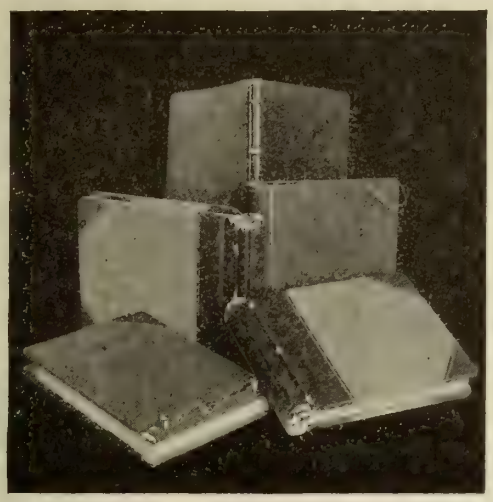
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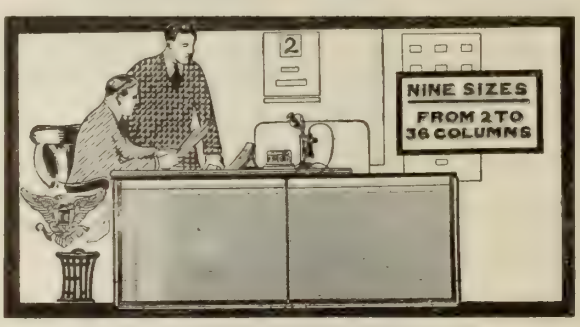
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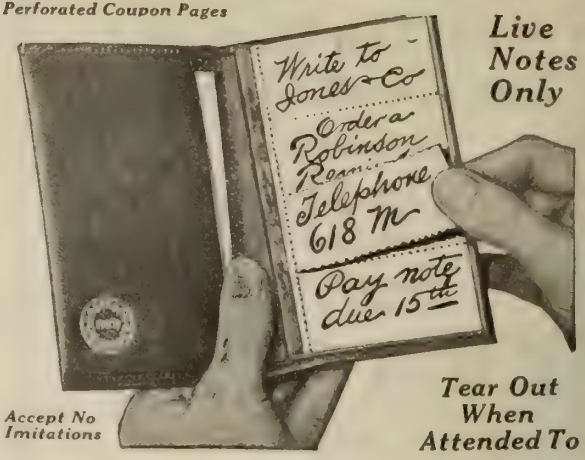
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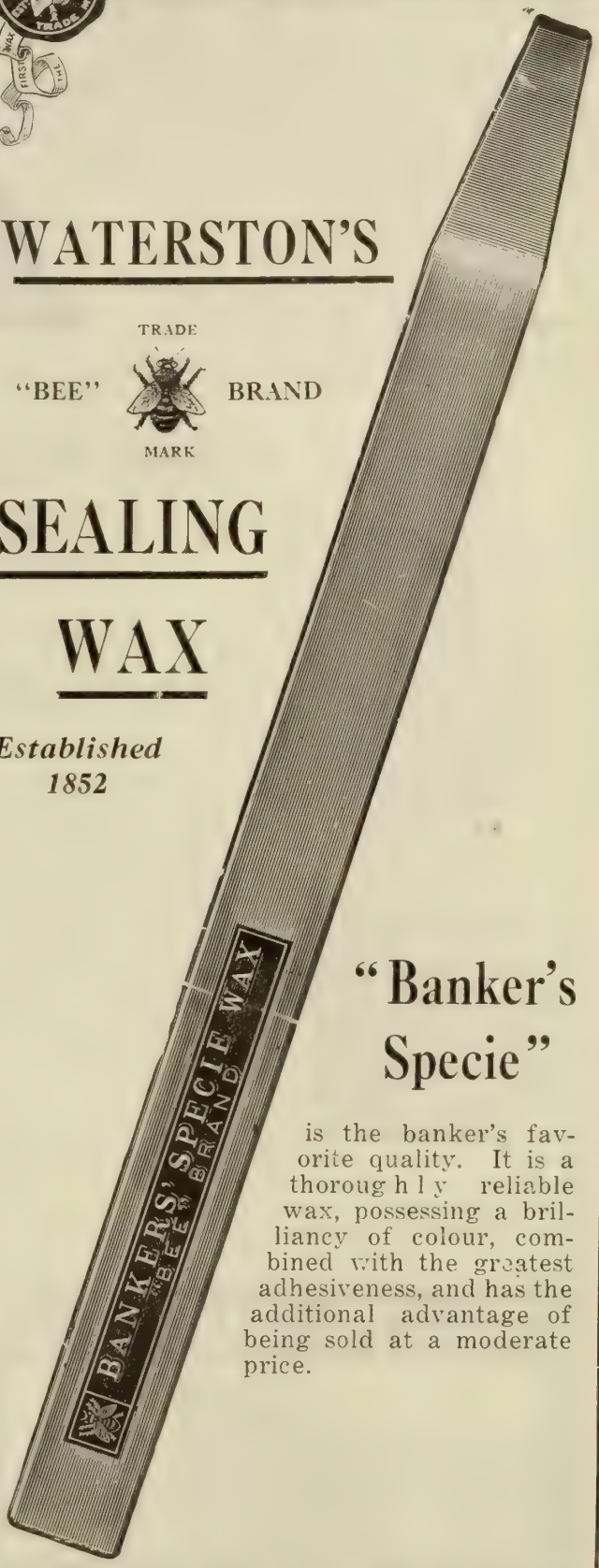
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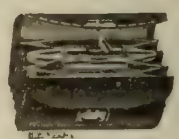
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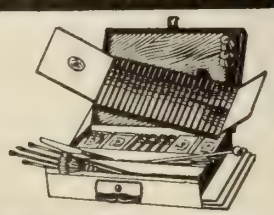
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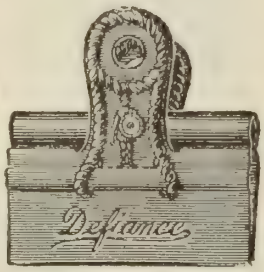
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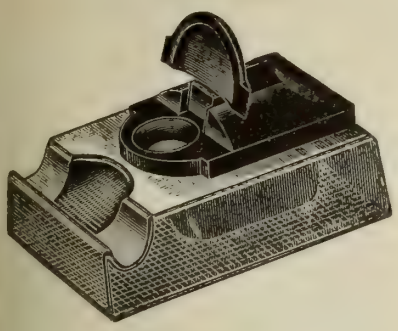
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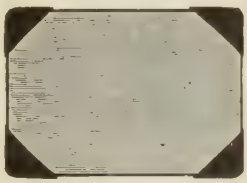
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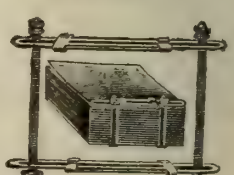
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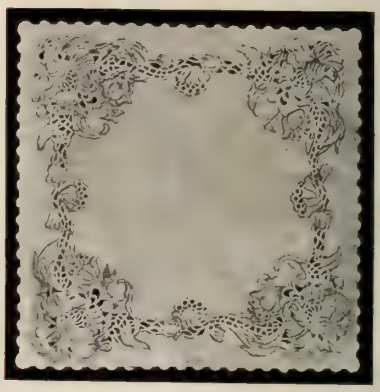


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To Advertisers, and Readers of Bookseller & Stationer

It is common knowledge that the union printers in many towns and cities in Canada and the United States are on strike. For the first time in its 35 years history The MacLean Publishing Company is involved and we believe you will be interested in receiving a statement as to what the printer's unions are striking for and why their demands cannot be granted.

A year ago (although the wage agreement at that time had over a year to run) the Toronto Publishers and Master Printers gave their employees voluntarily a 10% advance in wages, making the minimum wage $35.20 for a 48-hour week. This was given in recognition of the fact that living costs were then advancing. This voluntary agreement for $35.20 a week expired June 1st. Notwithstanding that the cost of living has declined 22% since March 1920, the printers' union demanded a 44 Hour week and a wage of $44.00. This means four hours per week less work and an increase in rate of pay per hour of over 33⅓%. Employing printers can grant neither shorter hours nor higher wages and the saner printers realize that their union's demands are unreasonable. A large percentage of our own men did not want a strike, but the union leaders in the United States have ordered it and the strike is on.

Negotiations have been carried on for months. The employing printers have been tireless in their efforts to bring about a settlement without a strike. They are now engaged in a fight, not only for their existence but for a principle in which every business man is interested. If the unions secure their unreasonable demands then the fight would surely be carried to other industries. Business men with whom we have discussed the matter have been most emphatic in urging us to take a most determined stand. "Stay with it and we'll stand with you", they say.

And so we shall "carry on". We shall be somewhat handicapped, especially at first there may be occasions when <u>you</u> can extend your co-operation and support and we feel that we can count on you. It is our intention to issue our publications regularly and as promptly as possible. There will be difficulties to be overcome, and for a short term our service may not be up to its usual high standard. If, therefore, your publication does not reach you on time, if we have to repeat a former advertisement, if proofs are not submitted, or if we fall short of full efficiency in any way, we ask your kind indulgence. We are fighting for greater efficiency at a critical juncture in the world's history, and your co-operation and moral support will help.

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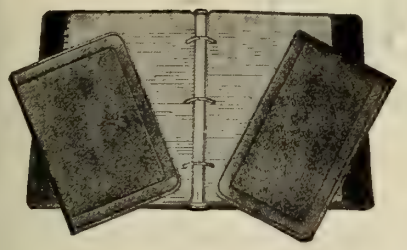
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Vol XXXVII. TORONTO, JULY, 1921. No. 7

Printers' Strike Interests Trade

Booksellers' Sympathies Are With Publishers Affected By The Hold-Out—Rev. S. W. Fallis Of The Ryerson Press Is Spokesman For The Typothetae—Employers Satisfied With Progress Made Since June 1.

DEALERS in books throughout Canada will be particularly interested in the printers' strike which has been under way in Toronto since June 1. Some of the publishers with whom booksellers do business were hard hit at the outset, but the ranks of the workers have been increasing daily and at the present time the firms who do printing and bookbinding are well on the road to normal. Booksellers everywhere are sympathizing with the publishing firms and wishing them well.

Employing printers, on the whole, are reported as being well satisfied with the manner in which their organization, the Toronto Typothetae, is filling their demands for labor to fill the places of the striking printers, pressmen and bookbinders.

According to Secretary Sutherland, some of the men being employed were former employees who had quit work within the last year or so, but were found to be as competent as many of the strikers.

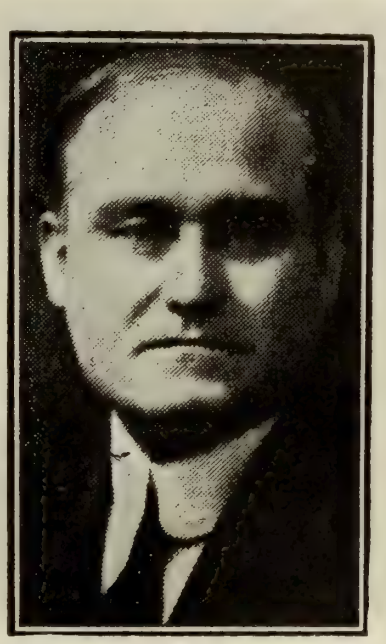
Publisher As Spokesman

The Typothetae, for which Rev. S. W. Fallis, Steward of the Methodist Book Room and the Ryerson Press, has been spokesman, recently put into effect a plan to train men and women to take the places of the strikers. Shops were opened at Brigden's, Ltd., and another company.

"We are following the same plan as was followed in Minneapolis, St. Paul, Grand Rapids and other United States cities," said he. "We are obtaining efficient stenographers. It has been found they can operate the boards with skill within three months. Plans are being rapidly pushed to establish a school for apprentices in typesetting."

Mr. Sutherland stated the Typothetae had received many communications of sympathy from the heads of various concerns. There was a resolution from the Purchasing Agents' Association passed at its meeting of June 8 as follows:

"We endorse the attitude of the Toronto Typothetae in their efforts to prevent increased cost of printing and deplore the action of some employing printers in granting the union demands, which, necessarily, will result in an increased cost of production, when, at this period, economic conditions demand that production costs be lowered rather than increased."



REV. S. W. FALLIS,
Spokesman for employers in Toronto's Printers' strike.

Denies Union Statement

Dealing with the list of firms which the Typographical Union says has signed an agreement with it, Mr. Sutherland stated that the Artistic Stationery, which is one of them, authorized an official denial of the announcement. He claimed that the majority of these shops were employing one or two printers and others were non-competitive and might have been on a forty-four hour basis for two or three years.

Following this announcement, the strike committee of the Typographical Union announced that it would fight. Its members said they had been handling details previously and were now preparing to enter the strike to defeat their employers.

"We are going into the fight now," said a member. "We have received communications and messages from other towns and cities from members inquiring if they should do work being sent to their shops from Toronto."

For the first time in its thirty-five years' history, The MacLean Publishing Company is involved, but although other publications have been temporarily suspended, "Bookseller and Stationer" is being published as usual. It may be a little late in reaching its readers, but every effort will be put forth to keep this publication on its usual high plane of excellence.

Worked For Settlement.

A year ago (although the wage agreement at that time had over a year to run) the Toronto Publishers and Master Printers gave their employees voluntarily a ten per cent. advance in wages, making the minimum wage $35.20 for a forty-eight-hour week. This was given in recognition of the fact that living costs were then advancing. This voluntary agreement for $35.20 a week expired June 1st. Notwithstanding that the cost of living has declined twenty-two per cent. since March, 1920, the printers' union demanded a forty-four-hour week and a wage of $44.00.

Strikers Present Case

Represented by Andrew Gerrard, president of the Toronto Typographical Union, and James Simpson, the case for the striking printers of Toronto was presented to the Methodist Conference. One-half hour was granted to the delegation to present their case.

Alleged Mis-statements

It was the understanding of the Conference that no debate would be allowed on the question, but that should any mis-statement of fact be made Rev. S. W. Fallis should be given the opportunity to reply.

This privilege was claimed by Mr. Fallis, who said the representations that had been made would have the Conference believe that there had been a straight contract between the striking printers and their employers granting a forty-four week. This was not so, he stated.

The second mis-statement, he said, was that the impression was given that they were not seeking $44.

No Bitterness Among Edmonton Mer

"See Adam Esch's Store Before You Go" Said E. N. Kennedy And "Say, Isn't Kennedy's The Finest Store You Ever Saw?" Was A. H. Esch's "Come-back"— Everything In The Music Line In Kennedy's And Office Supplies Featured at Esch's

EDMONTON, Alberta, has three things of which it has good reasons to be proud.

Two of these are book and stationery stores. The third is the fine spirit that exists between them and the other stationers.

Nowhere in Canada, so state the travellers, are there finer retail stores than those known as E. N. Kennedy Company, at 10080 Jasper avenue, and A. H. Esch & Company, Ltd., Jasper avenue and 104th street, Edmonton.

The Kennedy store is broad, with a high ceiling. Around the sides and back is a spacious balcony. At the rear of the store this balcony forms the offices and private office of E. N. Kennedy. At one side the balcony is enclosed with French windows to form six soundproof music rooms, where the salesmen demonstrate phonographs and show records. The broad floor of the store is laid out in circles, precisely as Mr. Woolworth would do, except that the fixtures are of light oak and the compartments are made by the use of wire desk baskets.

Store Marked Off In Circles

All kinds of stationery needs are displayed in this way; also in other circles a line of toys, etc. Each circle is complete in itself and is kept in scrupulous order.

Along one wall are displayed and stocked all kinds of commercial stationery. Along another, social and personal writing papers are arranged. Near the front on one side stand large glass display cabinets of advertised pens and pencils. Opposite is the music department, with "classics" racked on the wall, and popular sheet music displayed on the counter. A piano completes this department, and one of the music salespeople is, of course, a musician. A small but well-chosen stock of stringed instruments is also shown.

The unique feature of the store is, of course, the manner in which the place is departmentalized by the use of the circles, each composed of two U-shaped tables with passage between.

All bills are paid, not to the clerks, but to the cashier, who is centrally located near the door. Here each slip is rapidly checked on an adding machine, errors being avoided by this system.



A. H. ESCH

Among the booksellers and stationers of Canada there is none more progressive and alert than this Edmonton man who was recently elected by acclamation representative f Alberta on the executive of the new Booksellers' and Stationers' Association of Canada. In the formation of this association Mr. Esch played a leading part, as some time ago he suggested such an organization and pledged his support. It is his firm belief that co-operation is a splendid thing for the trade and that a great deal can be accomplished if booksellers but work together. With his opposition in Edmonton and throughout Alberta, Mr. Esch is on the very best of terms and a glance over his store will convince anyone that this policy has by no means interfered with his business.

As the "Bookseller and Stationer man was leaving, Mr. Kennedy sai "By all means, go across and see Ada Esch's store. I think my store is ver handsome, but Adam Esch has a sto that is a credit to the town."

"Bookseller and Stationer" then ho footed it down to 104th street, and th accompanying photo will show the sto that Mr. Esch conducts.

Upon hearing that Mr. Kennedy ha mentioned his name, Mr. Esch cam back with: "Say, isn't that store Kennedy's the finest you ever saw?"

Mention might be made at this poi that both Mr. Esch and Mr. Kenned as well as half the other stationers Alberta, put in many years of the training with D. J. Young, of Calgar Besides Messrs. Esch and Kennedy the are J. G. Robertson of Lethbridg Weber, of the Vancouver Stationery ar several others. But Young is looked u on as the "daddy of 'em all."

Building Up a Department

Mr. Esch's store differs from the Ke nedy store in shape, being long an narrower. In fact, it used to be a saloo in the wild and woolly days. The sto of how "Esch" moved in over night b the loyal work of their twenty-two em ployees is a story in itself.

Mr. Esch does not carry music; h specializes on files, loose-leaf system forms, cabinets, etc., and claims tha when he is selling a good bill binders, ledgers, etc., he does not wa any jazz from the music departme setting up a counter attraction.

When Mr. Esch gives attention to an department it gets intensive attentio Witness the photographic department

Fast Photographic Service

Mr. Esch decided that what th northern city craved was a fast-servic amateur-finishing photo plant. H boarded the train, searched five larg eastern cities for a model plant, foun what he wanted, bought complet equipment, and came home. He had th first printing and drying machine in th territory. Today fourteen people a employed in this department and the give an eight-hour service.

ESSENTIAL TO THE RETAILER AT ALL TIMES

Not only is A. H. Esch of A. H. Esch and Company, Edmonton, Alberta, a close follower of "Bookseller and Stationer," but he also secures an extra copy of this live trade publication for the manager of his book department

"He reads every word from cover to cover," says Mr. Esch, adding: "I can assure you that at all times "Bookseller and Stationer" is essential to any retail stationer. From it many points of valuable assistance may be garnered."

Camera Supplies for Vacationists

Everything The Amateur Photographer Might Need May Be Found In A. H. Esch's Store In Edmonton—Special Section Reserved For This Trade—Snapshot Albums Where They Cannot Be Overlooked.

JUST WHY more booksellers and stationers do not handle camera supplies to a greater extent than they do is something that has yet to be explained. There is good money to be made in this class of merchandise and it is clean to handle and requires but little salesmanship. Display here does nine-tenths of the work.

At the bottom of this page is a good reproduction of the interior of A. H. Esch's store in Edmonton, Alta. It will be readily admitted that not many stores —taking in every line of endeavor—are more pleasing to the eye. Display seems to be, perhaps, the first essential and yet there is nothing in the way of "junkiness" about the store.

Toy Department In Rear

To the left may be seen the department devoted to the handling of office supplies. Everything that might be called for in the most up-to-date office is stocked here and a sign on one of the posts informs callers that loose leaf books and forms may be had for the asking. It is impossible, of course, to put everything where it can be seen, but signs of this nature lead the way to the store room.

At the rear of the store—where the kiddies can enjoy themselves to their heart's content, is the section devoted to toys and dolls. This is certainly a good place for this class of merchandise, as children are slow buyers. They like to look and amuse themselves with the hundred and one things on display even before buying the one article which has taken their fancy. And when roped off, as it were, at the back of the store, they are not in the way of other customers. Nor does their carefree chatter annoy others.

Books and magazines are in a handy corner at the right and in the next section may be found everything the amateur camera fiend might want. A large sign draws attention to this department and smaller signs then tell the kind of work that is done. An entire case is devoted to cameras and the remainder of the department is stocked with supplies of all kinds, while down the center of the store is a table on which snapshot albums are strategically displayed so as to catch the eye of customers coming in or leaving the store.

Developing And Printing

Particularly at this season when vacationists are one of the liveliest classes in the community should cameras and photographic supplies be played up. Whether the installation of a department for developing and printing of films and plates is a practical thing for the stationer is a matter depending on the particular conditions of the store's location, but the maintenance of such a department is an excellent feeder for other sales. It is not necessary that this work be done in the store, as there are concerns in all of the larger cities at least where the work can be handled, the retailer receiving a profit on all work done for him.

In many other ways, too, can the

Continued on page 13.



Uses One-Cent-Sale to Advantage

Edgar J. Vickery, Limited, of Yarmouth, Nova Scotia, Finds China One of Best Side-Lines in Book Store—Value of a Patriotic Window Trim on Set Occasions is That "It Shows People You Are Up To Date."



IN THEIR efforts to keep business this year well up to the mark set during the past few years booksellers and stationers in all parts of the country are experimenting with many schemes and doing everything in their power in the hope of inducing the public to buy.

The Edgar J. Vickery, Limited, booksellers and stationers of Yarmouth, Nova Scotia, are well up to the fore in campaigns of this kind. The Vickery windows are always right up to the minute, advantage being taken of every set occasion, celebration or local event worthy of notice, and during the current year sales of all kinds are being resorted to with not a little success.

The "Why" of Special Sales.

"Our Saturday 'specials' have been very successful" said Edgar J. Vickery, Jr., secretary of the firm, in discussing this matter with the editor of "Bookseller and Stationer". He added: "Sometimes these sales have been put on to introduce a special line and sometimes to push a line that is sticking. We use them on regular lines in the hope that we may gather in some new faces. We have also tried the "One Cent Sale" very successfully on two occasions —that is one article for 75 cents and two of the same kind for 76 cents".

This one-cent-sale idea has been found a winner in drug stores and Mr. Vickery has shown that it might easily be applied to book stores, too. The object of the scheme, when originally planned, was to put full-size goods instead of samples into the public's hands and in this way educate them to a good knowledge of the stock in hand.

According to Mr. Vickery, there are many side lines carried with success by the bookseller and stationer.

"We have found fine china to be our best line" he said. "We also carry golf and tennis goods with remarkable success and we have found, too, that it pays well to push the greeting card business. It is growing with great rapidity. When we sell a gift we sell a card suitable for the occasion to go with it".

Seasonable Window Displays.

The use of a rubber stamp on everything in sight Mr. Vickery believes is splendid and at the same time cheap advertising. The stamp used by Vickery's is as follows :

VICKERY'S BOOKSTORE
Latest Magazines
Subscriptions Taken
For All Magazines

Added Mr. Vickery: "There is only one thing to be careful of. Most of the publishers reserve the right to reject any "Returns" bearing a trade stamp. Don't stamp too many of those that are not returnable ahead of time."

Touching on seasonable window trims which have been found of value the Yarmouth dealer said: "On April 9th, the anniversary of Vimy Ridge, we trimmed our window as follows: The back ground and bottom consisted of a large Canadian flag. In the centre we placed a large trench map showing the whole ridge and battlefield, and marked on it the Canadian front line in the early morning and the new line we had reached in the evening. The lines were marked with two colors of string, woven through pins. This map stood vertical on an easel. At one side was placed a large German shell case, which by the way, was a 440 mm., and probably the largest used outside of the Big Bertha. At the other side was one of our own steel helmets resting on some sprays of artificial maple leaves. In front we had a neat sign "Vimy Ridge" April 9th—1917—"Lest We Forget" There were also a few small things along the front, such as the two new war medals and the Lusitania medal which the Huns struck to commemorate the sinking of that ship, etc."

The illustration above gives some idea of the niftiness of Vickery's window trims. It is the belief of this firm that the window should be one of the brightest things about the store and in passing Vickery's the people of Yarmouth can always find something to interest them. It takes time, of course, to fashion attractive trims, but the time here is like money paid out for advertising in good media. It is well spent.

Linking "Ad" With Window

"A window of this nature" added Mr. Vickery, "may not sell goods but it surely draws the crowd as there were from ten to twenty persons gathered in front of the store practically all day long. We also had a similar trim the week that our Memorial Monument Campaign was on, using some of the Victory Loan Posters that were suitable changing the wording at the bottom. There are plenty of occasions for such trims during the year and the window space is only taken up for a day each time, It shows people that you are up-to-date". Mr. Vickery was through the Vimy battle himself and the maps were the ones he used. He also has a collection of shell cases, one of every size used by the Germans, which have proved of interest to others.

"We usually try to run our window trims and advertising together, displaying the goods advertised with a mention in our Ad. 'to see our window' added Mr. Vickery, who thinks this is a good thing to do at least part of the time.

Vickerys' are contemplating giving away toy balloons to the children sometime in August, with an "Ad" in regard to school supplies. "It pays to make friends with the children" says this dealer. "They always remember where they are well treated and, again, they are growing and will be the buyers of other things later. In serving young folks don't be too brusque as their feelings are easily hurt and they remember."

Offer Windows for Canadian Books

Ottawa Dealers Are Prepared To Let Publishing Houses Have Space For Propaganda Work In The Interests Of Canadian Literature — Feeling Is That Reading Public Needs Only A Little Encouragement.

THE PROPOSAL to have a Canadian authors' week in November meets with the hearty and enthusiastic approval of Ottawa booksellers and stationers. Any the local representative of "Bookseller and Stationer" has spoken to about the matter have expressed themselves as being prepared to do everything in their power to make it a success. One prominent dealer, who does not go in very extensively for books by Canadian authors, has offered to give one of his windows over during that week to any Canadian publishing concern which would care to put in a display of Canadian works, with the understanding, of course, that he be given a commission on any of the books he sells.

Propaganda Work Would Help.

"We will be pleased to lend our support to this movement," said John Hope, of James Hope and Sons, the oldest established firm of booksellers and stationers in Ottawa. "There is nobody who would be happier to lend a hand in developing Canadian literature than myself. I have a good window, probably one of the most popular in Ottawa, and I am prepared to use it to the fullest extent in putting this stunt across. There is no doubt but that all the reading public needs is a little encouragement to get it into the habit of reading books and stories by Canadian authors, and I believe that a little propaganda work such as this would help a great deal."

C. H. Thorburn, of Thorburn and Abbott, said he had given the matter some consideration and had come to the conclusion that it was a first-class proposition. He thought it would surely be to the interest of every bookseller in Canada to fall in line with the proposal and make it a point of boosting books by Canadian authors in every conceivable manner during that week.

A Progressive Scheme

T. B. George, of T. B. George and Co., also expressed his willingness to fall in with what he considered a progressive scheme.

"As I am specializing in fishing tackle, toys and bric-a-brac, I am not carrying a very extensive line of books of any kind, and very few by Canadian authors," he said, "but if there is any Canadian publishing company which would care to use my windows for the purpose of bringing these books to the attention of the public during that week, I would be more than pleased to let them have the use of them. Of course, if I sold any of the books I would expect a commission on the sales, but I would not be looking forward to that feature of it. I feel that the public should be better acquainted with Canadian literature, and therefore would be glad to be of some assistance in boosting the matter along."

Ready To Do All Possible

Another dealer who has not yet developed a very extensive book trade but who has stated his desire to contribute his share towards making the "week" a success is Ritchie Vechsler, proprietor of Ritchie's bookstore, corner of Bank and Somerset streets.

CAMERA SUPPLIES SELL

(Continued from page 11.)

bookseller and stationer increase his revenue by catering to the vacationist. Souvenir goods from views of the district to painted china and glassware are always in demand during the summer months and greeting cards suitable for sending to the folk at home are sure, if properly displayed, to be quickly picked up.

Stickers, paste, tags, writing material, straps for baggage, playing cards, bridge scores, thermos bottles, lunch kits and leather goods of all kinds are also vacation requirements and will be called for if the proper promptings are given.

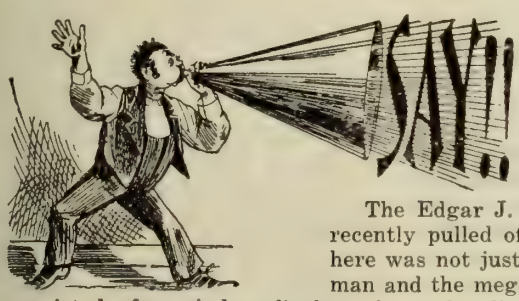
Nowadays there are few people who are unable to take a vacation. This means that nearly every person is off somewhere at some time during the summer. This being the case, the dealer is in a position to "get 'em both going and coming." He can sell to his fellow townsmen about to start off and he can sell, too, to those from other places visiting, camping or summering in his community.

What is more, the vacationist always seems to be ready to spend more while away from business than at any other time.

From Now Until October

The main thing is to make the most of the special business which comes along regularly at this season. Let the dealer just collect his wits for a few minutes and con over the goods he has in stock that might be suitable for vacationists.

There are scores of articles on the shelves and in the store-room which will pass over the counters faster now than at any other time. Some attention should be given to these from now until October for the holiday season in this country stretches out until early fall and all the time there should be "good pickings" for the man who goes right out after whatever business may be floating round.



WE SELL 'EM
NATIONALLY ADVERTISED GOODS

The Edgar J. Vickery, Ltd., booksellers and stationers, of Yarmouth, Nova Scotia, recently pulled off a "stunt" which is well worth passing on. The illustration shown here was not just the same as the one used by Vickery's, but the idea is the same, the man and the megaphone both being used by the Yarmouth dealer. The Vickery "stunt" consisted of a window display of merchandise nationallyadvertised in the leading magazines.

"We cut the advertisements from the magazines," said Edgar J. Vickery, secretary, in explaining the idea to the editor of "Bookseller and Stationer" and mounted them on neat cards, supplementing them with some from "Bookseller and Stationer" and "MacLean's." We placed these in our window with the article advertised in front of the card. In the centre we displayed a card showing a man shouting through a megaphone and underneath was the assurance: "We Sell 'Em—Nationally Advertised Goods." It made a very attractive display and certainly brought results.

Small Office Equipment a Feature

Old Ottawa Firm Now Known As James Hope and Sons, Ltd., Started Out By Specializing In The Manufacture Of Account Books — Fact That Firm Does All Its Own Printing And Binding Helps Along Sales Of Stationery.



OTTAWA bears the proud distinction of being the home of one of the oldest, if not actually the oldest, retail bookselling and stationery establishments in Canada. It is just fifty-seven years ago since James Hope, now the head of the firm of James Hope and Sons, Ltd., announced to the then not overly populated town of Ottawa that he had entered into a partnership arrangement with Henry Horne, the two being fully prepared to meet the requirements of the community in-so-far as book-binding, printing and the supply of general stationery was concerned. That was the foundation of a business which has grown to be the most extensive in its line in the Capital City.

Started In General Store

When James Hope came to this country in 1857 he had not the remotest idea of entering the book-selling business. He first saw the light of day in Alnwick, Northumberland, England, on May 13, 1833. He attended the school of Douglass and Son, Alnwick, from 1838 to 1844. He entered the employ of Messrs. Patterson and Nephew as draper's apprentice, and then served with Messrs. Bainbridge and Company, Newcastle, from 1852 to 1857. His intention in coming to Canada was to take up land. After visiting several districts both in Ontario and Quebec, and interviewing prominent men, among them the late John Durie, then Crown Lands agent at Ottawa, he decided not to do so. Mr. Durie offered him a position in his general store, and being impressed with the beautiful situation and prospect of Ottawa, which had then been selected for the Capital of Canada, he accepted the offer.

Being of an ambitious and progressive nature, Mr. Hope immediately set about originating ideas for the general advancement of the establishment. For his early services, he received the magnificent sum of $20 a month, which carried with it the privilege of working on certain days of the week from seven o'clock in the morning until eleven o'clock at night. There were no forty-four-hour weeks in those days. One of the conditions upon which he accepted employment was that at the end of five years he be granted six weeks' leave of absence to pay a visit to the Old Country. When the five years were up, Mr. Hope persuaded his employer to get rid of his stock and general merchandise and go in for books and stationery. Mr. Durie agreed and commissioned his young employe to go to England and purchase a stock of books, which might be suitable for the needs of the people of Ottawa at that time.

The books were purchased in due course, but when Mr. Durie received the invoices he suffered a severe shock.

"That young man has ruined me," was one of his first exclamations. James Campbell, of James Campbell and Sons, Toronto, who happened to be in town at that time, assured Mr. Durie that young Hope had not done anything drastic, and volunteered to take the books if Mr. Durie did not want them. But Mr. Durie kept the books and realized a very respectable profit on them.

Account Books Manufactured

Shortly after this Mr. Hope left Durie and entered the employ of James Campbell and Sons, Toronto, as a traveller, continuing in that capacity until invited to join Henry Horne, who had been in business for himself in Ottawa for several years. At the time they joined hands and commenced to do business together at the corner of Sparks and Elgin streets, John Henderson, former city clerk, who died a few years ago, at a ripe old age, was in the bookselling business at the corner of Sparks and Canal streets, where the Russell Hotel now stands. The principal business carried on by Messrs. Horne and Hope at the beginning, was book-binding and selling general stationery, artists' materials, school books, bibles and other church text books, and printing and lithographing. Their announcement card bore the information that: "Particular attention is given to the manufacture of account books." And that phase of the business has been continued and considerably developed throughout the history of the firm.

Expert Window Dresser Kept

Following the death of Mr. Horne, two years later, Mr. Hope bought out the businesses of Henderson and Company, and John Durie and Son, and of more recent years, he took over the business of James Ogilvie. The incorporation of the business, under the title: James Hope and Sons, Limited, was effected in 1915. It is now just sixty-eight years since this business was established by Mr. Henry Horne.

It was not until after the business of John Durie and Son was taken over that Mr. Hope went in extensively for the sale of books. But from that date on, he has continued to build up a splendid and popular book department, which is undoubtedly one of the finest in Canada.

About ten years ago the firm moved into more commodious quarters, but the business is being carried on, on such an extensive scale that it has been found

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Views of Canadians on New Bill

Trade Shows Great Interest In Copyright Act Which Was Passed By Canadian House Of Commons On May 25—Government Official Claims Measure Places Authors In A Much Better Position Than Before.

IF EVERY bookseller and stationer in the country would communicate with the member of parliament in his district when legislation that might be harmful is proposed there is no doubt but that it would be a great thing for the trade. When the Copyright Bill was before the house at Ottawa the Edgar J. Vickery, Limited, of Yarmouth, Nova Scotia, communicated with the local member at Ottawa with regard to its possible effect on magazines. The member's replies are presented in part here as follows:

'Dear Mr Vickery:

I have received assurances from the Department of Justice that the operations of the New Copyright Bill will not affect in any way the importation or sale of American magazines. The Minister also informed me that in all probability the restrictions on serials would likely be removed in the final adjustment of the bill; that, however, is not a certainty, but so far as magazines are concerned his decision is that they are not in any way affected.

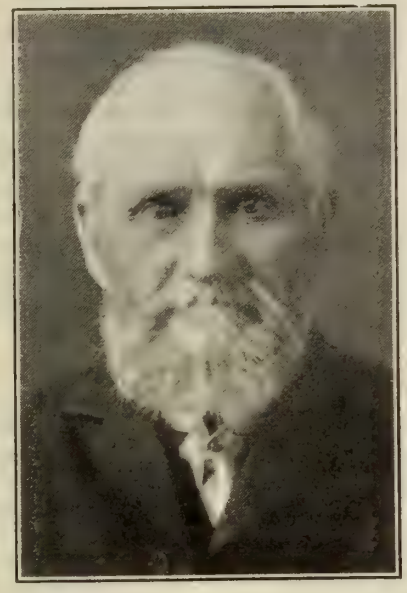
(Signed)—E. K. Spinney.

Passage of The Measure

A few days later Mr. Spinney wrote again, saying: "This Act has not yet passed the Committee of the House but will be dealt with in a few days. I am relying on the assurances given me by the Hon. Minister of Justice who is handling this legislation, that the statement I made to you on the previous day is perfectly accurate."

As announced in the last issue of "Bookseller and Stationer" the famous Bill was passed by the House of Commons on May 25.

Referring to the Government's seeming delay in dealing with the matter, Philip Ritchie, of the Federal Department of Trade and Commerce, explained in discussing the measure in Montreal, that Canada could not act until all the nations subscribing to the revised convention of Berne had signified their willingness to allow Canada to pass reciprocal legislation with regard to the United States heavy restrictions on the author under the American copyright law. The consent of all the nations to this protocol of the revised convention of Berne was received only in 1914, and the war interfered with copyright receiving any attention from the legislators. The bill introduced in 1919 had been dropped on account of many different interests which offered opposition to it, and the second bill introduced a year ago fell by the wayside through stress of parliamentary business.



JAMES HOPE,

President of James Hope & Sons, booksellers, bookbinders and stationers, Ottawa, Ont., also president of the Hope Realty Company. In his 89th year, he is hale and hearty and still takes an active interest in the business.

Thinks Authors Favored

The speaker did not disguise the fact that the authors would probably consider the present bill a half loaf, but advised them to accept it. The Government, said the speaker, feels it cannot legislate for one class, and so its provisions will probably appear in the nature of a compromise to all classes affected by the bill such as the author, the publisher and printer, the labor element in connection with the publishing and printing, the phonograph companies and lastly, the reading public. Mr Ritchie felt sure that any representations which the convention of authors would care to send to the Government would be received with sympathetic consideration. The present bill was said to fix the term of copyright at the author's life-time, and fifty years afterwards, and to make a substantial extension to the property subject to protection. For instance, it provided for the law to be applied to any works which may be reproduced by sound; also the dramatizing or the using for the scenario of moving pictures any works of a non-dramatic character.

The speaker concluded by pointing out that the bill with all its blemishes and imperfections, would, if passed, place the authors in a much better position than that occupied by them hitherto, in which they had very scanty and insufficient protection. It would be possible, also, to seek redress in the future by having a subsequent amendment to the bill, the securing of the passing of an amendment to an act of Parliament being said to be a much simpler matter than that of getting through the House.

Montreal Man's Impressions

"It has been demonstrated in many different connections that any act performed solely for selfish interest or for the purpose of "getting even" will very frequently react against the very people it is intended to protect", said Frederick D. Hartman of Chapman's Book Shop, Montreal, P.Q., in discussing the question of interest to every dealer in books in Canada.

"This Bill, apparently proposed and supported by the Department of Trade and Commerce is a direct slap at the United States Authors and Publishers for the purpose of getting even with them for the "Manufacturing Clause" which demands that an author before obtaining copyright in the United States must have his work printed and bound within the United States," wrote Mr. Hartman in Publishers Weekly, adding: "The United States is practically the only civilized nation not a party to the Berne Convention which first met September 9th, 1886, and last met November 13th, 1908, and formed reciprocal copyright laws between the contracting nations. Canada has been a party to this convention through her allegiance to the United Kingdom, and it has been possible for American authors to obtain protection for their works in Canada by simultaneously offering them for sale in England with their publication in the

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SMALL OFFICE EQUIPMENT

(Continued from page 14.)

necessary to utilize the back portion. two top stories and the basement of an adjoining building. There is nothing whatever in the line of books, stationery and small office equipment that is not sold by James Hope and Sons. They do all their own printing and binding, and it is because of this that the stationery end forms the biggest part of the business.

This firm exercises particular care with regard to the window, believing it to be one of their best sales promotion agencies. For many years they have had the services of an expert window dresser who has continued not only to attract trade but to win public approval for the quality of his displays.

Handling Hundreds of Subscribers

Russell Daly Of Guelph, Ont., Makes Splendid Use Of Old Racks That Once Housed Phonograph Records—Every Customer Who Takes Newspaper Or Magazine Has A Number So That Clerks Do Not Have To Be Hindered At Their Work By Numerous Calls A Day.

TAKING advantage of the fact that his store is open until late at night for the accommodation of his customers who wait for the Toronto evening papers, Russell Daly, of Guelph, Ont., has now added ice cream cones to his stock. Mr. Daly does a big business in stationery, newspapers, magazines, photo supplies, souvenir goods, leather novelties, greeting cards and tobacco, and less than a month ago he extended his activities to the handling of ice cream cones. He also does quite a nice little business in ice cream bricks.

"I expect to do well with the cones," said Mr. Daly to the editor of "Bookseller and Stationer," adding: "The ice cream business is really velvet. It's just like finding money. I have a rubber stamp which advises all and sundry to 'take home a brick.' This reminder is stamped on every paper. And it is cheap advertising, as it costs nothing, apart from the initial cost of the stamp. The clerks stamp the papers in their spare time so that time which might profitably be devoted to other work is not taken up. We keep the cones in view of the customers on the counter and, of course, these are constant reminders and teasers in hot weather. Our store is open until late at nights to get the late editions of the Toronto papers and kiddies coming in for papers see the cones and carry them away. This means that the cones really sell themselves, as very little, if any salesmanship is required."

Handling Customers Systematically

Mr. Daly, whose business was established some fifteen years ago, has now quite a nice paper clientele, some of which has stuck with him since as a kid he rustled papers around on a bicycle.

That it pays to give both magazines and newspapers a good display is the belief of this Guelph dealer, whose methods of showing his wares are both effective and unique. In the Daly store records were handled at one time, but the racks in which these were held have now been divided into compartments similar to post-office boxes, and this scheme has been found very convenient and practical for both the clerk and the customer. As Mr. Daly explains it:

"We have every customer's name and number in a book and when the magazines come in we look up the book, find the number and then put the magazine in the box bearing the corresponding number. The customer comes in and looks at his box. If there is nothing there and nothing else is wanted he doesn't bother us—just continues on his way. Before we hit upon this system we had to write the names of subscribers on the magazines and then arrange these alphabetically. This meant quite a bit of work and sometimes no end of confusion. Our new plan, though, works fine. At first there was a little difficulty when the customer would forget his number, but this seldom happens now and when it does we have names and numbers so arranged that it takes only a second for us to find out and let him know his number."

People Appreciate Attention

"From time to time we get a new idea for improving this service with regard to both newspapers and magazines and the people appreciate the attention," declared Mr. Daly. At the present time there are 544 cubby holes for magazines and 192 for the daily papers. Beside the daily paper rack is a list of subscribers' names and numbers so that if a subscriber forgets his number he can easily look it up."

About twelve dozen fountain pens are carried in stock continuously and the Mr. Daly has found to be a good lin

"We conduct our business on a ca basis," said Mr. Daly, "and at the fi of the month we stamp every paper th goes out with a notice that such amount is due. Subscribers have co to know that the subscription price expected at this time and they 'come through' handsomely."

According to this dealer, chocolat and ice cream in a store of this kind well together. At this time of the ye too, developing and printing bring good business and plays a big part tiding over the dull period. Statione he considers a steady revenue-produc and for this reason it is kept on tabl in the center of the store. Office su plies such as ledgers, journals and fil are also carried and although Mr. Dal stock is small just now, this is one li to which he purposes giving conside able attention.

Getting After Summer Trade

"Being courteous to the public I wou consider, perhaps, the biggest factor successful merchandising," said M. Daly. "A man in business has to careful to treat every person the sa way. It is essential that their con dence should be gained. Another thi that counts is the presence of the pr prietor. For some reason or other t public always wants to see the manag around and if he is away a good de of the time the impression created certainly not favorable."

As a rule, one window is given ov to stationery and the other to tobac but just now Mr. Daly is making a dri for the summer trade by putting Chine lanterns and flags on display. Now th the open season for garden parties, p nics and outings is at hand, this cla of merchandise is in more or less ge eral demand. Paper lunch sets, pap bibs and picnic supplies are bei pushed, too, at the present time.

Pennants and cushion tops to whi touring parties might take a fancy a strung across the store throughout t summer months and emphasis placed the fact that films left in by five o'clo will be developed and printed by s o'clock the following evening. Hig class chocolates, nut bars and misce laneous small confections are kept the front of the store in a case plac so that passersby can see them.

Bargain Books For Campers

On a long table down the center the store magazines and papers are ke always on display and there are se arate cases for leather goods such

(Continued on page 34.)

VIEWS OF CANADIANS

(Continued from page 15.)

United States. But, as before stated, a Canadian author must have his work printed and bound in the United States before receiving protection there.

Fifty Years' Protection

"In 1906 the Canadian Parliament passed a copyright act which gave the Canadian publishers the right to publish any outside work and receive a Canadian copyright, providing the work was printed and bound in Canada, but it did not prevent the importation of foreign works and the sale of a book in Canada is so small as compared with the sale in the United States, this did not form an effective weapon with which to combat the American "Manufacturing" clause. The amendment just referred to would prohibit the importation of American works and license pirating of any American book by the Canadian publishers and give them protection for fifty years.

Enter Author's Association

"It gradually dawned on the Canadian authors, who represent the makers of all copyrightable material that this would react more severely against themselves, as their greatest sales were made in the United States."

Mr. Hartman then tells of the meeting of Canadian authors in Montreal, the formation of the Canadian Authors' Association and appointment of a copyright committee to go fully into the question.

Toys and Fancy Goods

Featuring Toys and Other Lines for Children's Trade, Sporting Goods, Fancy Goods, Leather Goods, Novelties and Kindred Lines

Special Section of BOOKSELLER & STATIONER | TORONTO, JULY, 1921 | Vol. XXXVII Number 7

Better Balloons for Better Business

Finest quality Rubber, in fast, brilliant and non-poisonous colors.

"MOHICANS" inflate larger and last longer than the ordinary.

The little Things count as well as the Big Ones

For Booksellers and Stationers, Fancy Goods Departments, etc. there is no line of Smallwares in greater demand or that brings faster turnover than the "Mohican" range of Gas and Toy Balloons in all sizes, colors and shapes, including Squawkers, Twist Valves, Reed Sticks, etc. This line has become very popular for Favors at public and private festivities. MOHICAN BALLOON PACKAGES comprise a special selection of Toy and Gas Balloons of different shapes and colors and are of exceptional value and attraction.

For wonderful results in advertising try MOHICAN ADVERTISING BALLOONS. We imprint any wording desired.



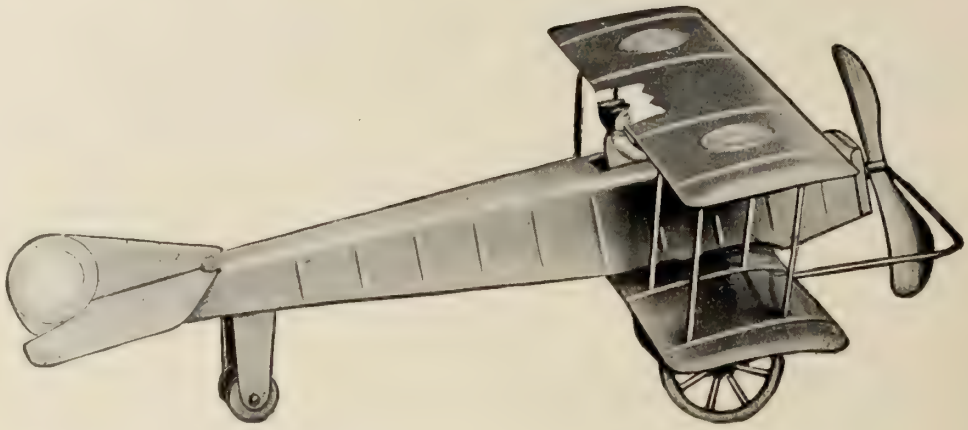
Write for Samples and Quotations.

Robertson & Murphy, Limited

247 St. Paul Street West, Montreal
Sole Canadian Representatives for

The MOHICAN RUBBER CO. INC.
ASHLAND, OHIO, U.S.A.

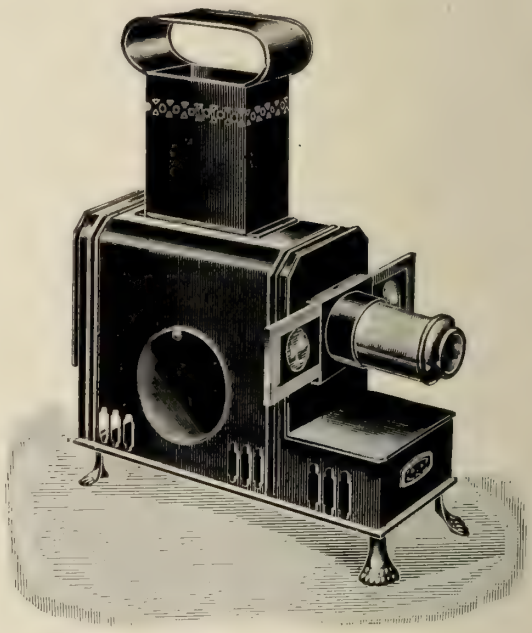
TOYS AND FANCY GOODS



Be prepared for Christmas Business by making your selection now, while the assortment is complete. For the coming season we are showing the best line that has been possible for years.



Toys, Dolls,
Games,
Fancy Goods,
Decorations,
China,
Glassware,
Electric Fixtures,
Druggists' and
Tobacconists'
Sundries.



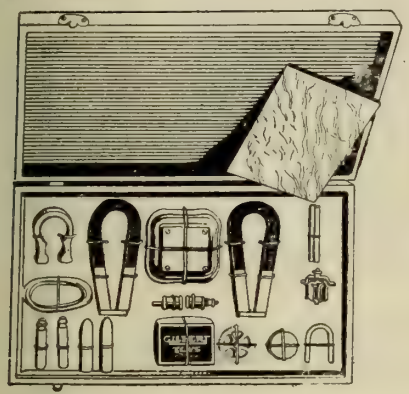
NERLICH & CO.

146 -148 FRONT ST. WEST TORONTO

GILBERT TOYS

They make "turnovers"--not "leftovers"

We illustrate herewith just a few of the numerous new ones



Magnetic Fun and Facts, retail $5.25



Magic from $1.50 to $15 set



Carpenters' outfit and Tool chests from $4.50 to $55 per set



New No. 4 Erector set, retail $7.50

ERECTOR --Made in Canada--

We are putting out a New number four set with knocked down motor--all in a card board box for the pre-war price of No. 4, namely $7.50 retail. No. 6 set in wooden box with motor will be built up with extra parts and sell at $10 retail. No. 1 retails $2.25; No. 2, $3.75; No. 3, $5.25, etc., etc.

Erector--Magic-Electrical Sets--Civil Engineering--Puzzle Parties--Wireless Sets--Wheel Toys--Chemistry--Toy Motors --Toy Transformers--Miniature Machinery--Tool Chests-- Magic-Machine Guns--Mechanical Toys--Anchor Blocks, etc., etc.

GILBERT Toys cannot be approached by any other line. They are the most widely advertised toys in the world.

The A. C. GILBERT-MENZIES CO., Limited

439 King St. West, Toronto

Mfrs. of Gilbert Toys in Canada. Agents for Gilbert's Polar Cub Fans and Electrical Specialties

Charming Books for Children's Gifts

THE G&P SERIES

GALE & POLDEN LINE IN CANADA

There is a splendid variety of Titles at prices ranging from 5c to $3.50.

They are written and pictured by Authors and Artists who specialize in Children's Books, among whom are Hilda Cowham, Louis Wain, Ernest Aris, Marsh Lambert and Lois Tanner.

The "get-up" and binding are pleasing and attractive, while they are renowned for their exquisite colour work.

Fairyette Series	**Retail**	**5c**
New Six-penny Series	"	**15c**
Cut-out Picture Books	"	**20c**
Nursery Rhymes	"	**25c**
Fairyland Series	"	**35c**
Arabian Nights	"	**50c**
Picture Story Books	"	**50c**
Painting Books	"	**50c**
The Wee Folks' Library	'	**50c**
Cinders' Diary Series	"	**50c**
Stiff Bound Books, Crown 4to	"	**75c**
Birthday Story Books	"	**75c**
Picture and Story Books	"	**85c**
Proud Princess Series	"	**$1.00**
Soldiers of Many Lands	"	**2.00**
Songs for Wee Folk	"	**2.50**
Alphabet of Fairy Tales (de Luxe)	"	**2.50**
The Hoppers at Home (de Luxe)	'	**3.50**

Good margin of profit for the Bookseller.

Exclusive Canadian Representatives :

THE MACMILLAN COMPANY OF CANADA

70 BOND STREET, TORONTO

Christmas Cards Christmas Cards

Christmas Cards

The Celebrated "ART" and "STAR" Series private card sample books will be ready for distribution in August.

New Designs—Enormous Variety—Best Quality

Also a good line of boxed and loose Autograph Cards.

Place Your Order NOW

ALL PARTICULARS GLADLY SUPPLIED

LONSDALE & BARTHOLOMEW (Canada)

LIMITED

253 St. James Street, Montreal

"MODELLIT" A Joy to Children

The Perfect Modelling Material

Plastic
Odourless
Antiseptic
Cleanly

—

Removable with Water.

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Made in Eleven Attractive Colours.



Boxes at Popular Prices.

—

One Pound Blocks for Educational Purposes.

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Write for further particulars.

THE MODELLIT MANUFACTURING COMPANY,

19, BRUNSWICK STREET, ST. PAULS, BRISTOL, ENGLAND.

Canadian Agents: MENZIES & CO., 439 King Street West, Toronto, Canada

VALENTINE'S SERIES

POST CARDS

FAMOUS THROUGHOUT THE WORLD

We are now pricing our huge range of Valentine, St. Patrick and Easter Lines and travellers will soon be on the road. Kindly hold your orders till you see the Valentine representative—it will pay you to wait.

Keep your summer stock of

LOCAL VIEWS AND FANCY POST CARDS

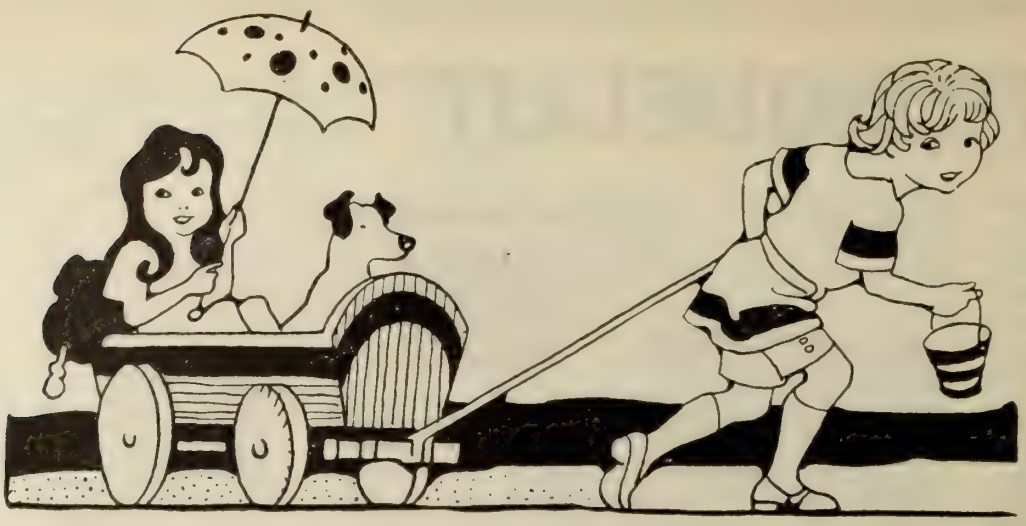
Thoroughly up-to-date

Write us for samples of all the latest lines in post cards. Mail enquiries and orders will receive prompt attention.

THE VALENTINE & SONS UNITED PUBLISHING CO. LIMITED

60-62 FRONT STREET WEST

TORONTO



WHY NOT !!!

You sell Toys? Why not Toy Books?

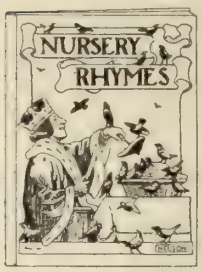
Parents in search of Toys are likely purchasers of Toy Books. You will miss this trade if you do not hold an attractive stock.

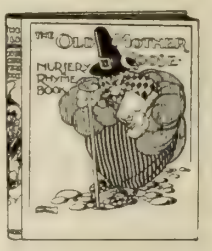
NELSONS

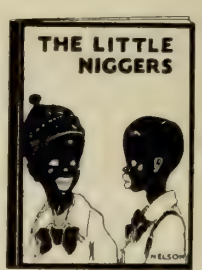
can supply you at once from Toronto stock with a wide assortment to sell at all prices from 25 cents up to $5.00.

Here are a few of our coloured cover designs:-











Beautiful pictures. Bright reading.

Nelson's Books are known for quality the world over

Send for illustrated price list

Thomas Nelson & Sons, Limited. Toronto.

Established 1798

Doll Wedding in a Guelph Window

Miss Anderson's Display Was Intended To Be Effective Both During The Nuptial And Post-Nuptial Period—Fancy China And Dainty Cake Boxes For The Bride And Expense Books For The Housekeeper — Stationery, Leather Goods, Sporting Lines And Novelties Being Featured In Guelph And Kingston.

SO GREAT is the demand for what might be termed "summer lines" during the vacation period that it is a somewhat difficult matter for the bookseller and stationer to tell just what to display at this time, but it is a certainty that stationery is not being neglected. During the past month the editor of "Bookseller and Stationer" has been through the country quite a bit, and everywhere he went he found stationery well to the fore.

Of course, there was no better selling line in June when the bride and the graduate shared the spotlight, but experts at the game have figured it out that there is just as much post-nuptial business in stationery as there is antenuptial.

"Thank You" Notes Suggested

"Thank You" notes are at present engulfing the country and will undoubtedly continnue to do so for the next two months. Realizing this fact, The Robert Simpson Company of Toronto have been making it plain in their advertisements that "the bride's little missives in appreciation of her gifts must be penned on the finest stationery."

"Brides—and others," reads the announcement, "will find that Simpson's stationery is always correct, always in good taste, with that tone of satisfaction every woman seeks."

Not in a long time, though, has the writer seen as novel, as striking a window display as that featured by Miss Anderson, bookseller and stationer, of Guelph, Ont.

Confetti—China—Gift Goods

In one window was a huge white bridal bell suspended from the ceiling with silver tinsel and directly below the bell, under a canopy of tinsel, stood a coy little bride and just as cute a groom. These were little dolls dressed up for the occasion. Surrounding them and spread all over the walls and floor were little packages of confetti and wedding cake boxes. Butterflies with glorious wings adorned the walls and along the edges of the window, forming a sort of barricade for the scene, were piles of fancy china and ornaments suitable for gifts. A jar of orange blossoms and several jardinieres helped to strengthen the display.

For After The Wedding

In the other window a somewhat similar idea was carried out. A cut-out of a pretty girl occupied the pedestal of honor, in the center of the window and hanging from the ceiling so that they dangled continuously before her were a number of books. "Shower the bride with books," was the suggestion offered on a card at the back and beside the young bride on the stand were several daily expense books and a few boxes of stationery. In neat array on the floor were recipe and cook books, sets of old authors, novels, boxes of visiting cards and leather goods.

It was evident at a glance that one window was designed to suggest essentials for the bride and that the other was for the post-nuptial period.

Photo Albums On Display

Flags and summer goods were featured in Russel Daly's window, which was dressed to catch the attention of those looking forward to having a good time on the first of July.

And in the windows of C. L. Nelles' store the "summery" idea was also carried out. In one window between two rows of popular novels was a neat array of stationery and in the other window were shown a couple of strips of wall paper, photo albums, leather goods, magazines and some of the latest books.

Some of Kingston's Displays

The windows of the booksellers and stationers in Kingston, Ont., are also fashioned to appeal particularly to the summer man and summer girl.

Robert Uglow and company devoted one window to a massed display of light summer fiction and in the other were a number of magazines, about a score of

(Continued on page 30.)



At all times of the year there is a strong demand for writing paper. During the summer months this demand is, if anything, increased as vacationists and tourists always like to have with them a good supply of writing materials. A display such as the above should help to loosen the purse strings.

Quality Goods for Desk and Den

High-Priced Dolls, Silver Photo Frames And Nifty Smoking And Writing Sets Are Given A Place Of Honor In The Robert Uglow And Company's Store In Kingston, Ont.—One Of Ladies In Charge Reads Every Book Of Fiction Before Attempting To Sell It.

NOT MANY stores deal in the smaller places in dolls costing more than a few dollars, but in Robert Uglow and Company's store in Kingston, Ont., is a case of dolls showing nothing less than five dollars. As a matter of fact, the prices of the dolls displayed therein range all the way from five to twenty dollars each.

Now, do such high-priced dolls sell? Even in the present time of depression there is quite a demand for the best, according to Miss E. Smith, who is in charge of the stationery department.

"It was amusing to see how the fifteen-dollar dolls went the first year we carried them," said Miss Smith, in talking over the matter with the editor of "Bookseller and Stationer."

"Our business is, for the most part, in books and stationery," said Miss Smith, "and, of course, these two lines are always in demand, particularly stationery, which is used from one end of the year to the other. Around Christmas we carry a limited stock of games and fancy goods, but throughout the year we stock the better class of dolls. We don't handle any of the cheaper kinds at all. The dolls, on the whole, have been of a poor quality of late years, so we have just confined our supplies to the best grade, which we sell at prices ranging all the way from five to twenty dollars. We have no trouble selling these, as we just keep them in the case at the door and they attract the attention of every person leaving the store. For those who are thinking of purchasing the display acts as a suggestion, while it might create a desire among even those who have not been thinking of investing in such things."

On display in the case with the dolls are a number of silver mirror cases and silver frames, these being shown for the benefit of customers looking for birthday gifts.

For much the same reason a large case is given over to ladies' leather goods and fancy bags, the floor of the case acting as a display board for some nifty sets for desk and den. Included in this exhibit are such things as trays, candlesticks, fancy calendars, desk pads, ink holders, etc.

"The way to handle this class of goods," said Miss Smith, "is to put them where they will not get soiled, yet where they can be seen by customers waiting to be served or for their parcels and change. While standing around their eyes are sure to fall on this case, and they will remember where they saw this class of goods when the time comes when they are contemplating making purchases of this kind."



From this illustration, which is presented through the courtesy of the H. J. St. Clair Company, a good idea may be secured of the attractiveness of the Uglow store front. The windows have been so built that there is plenty of room for passers-by to stand and take in at their leisure the goods on display in the window.

The fact that a special course for teachers is put on at the University in the summer boosts business during July and August, according to Miss Smith, who says that teachers come to Kingston from all parts of the country.

"We keep a big stock of text books," said Miss Smith, "and we have an important extra-rural trade. Young men and women who are doing their studying at home have learned that we generally have anything they may need."

The Uglow store has been in the same place for over half a century. Originally it was John Henderson and Company, but the late Robert Uglow took it over some years ago and conducted it successfully until his death a short time ago. Mr. Uglow was originally from Ottawa. The business is now being carried on by the estate.

Business Slump Not Felt

"We have not yet felt any slump in business so far," said Miss Smith, on being questioned by the writer as to business conditions. "Our sales are keeping up well and are quite equal to last year's," she added.

Office supplies are kept in a section of their own at the back of the store, and the general display of stationery is very effective, every box on display being open and adorned with a price ticket.

Greeting cards of all kinds are also on display, and according to the ladies in charge of the store, there is an ever-growing demand for this line. At Christmas, of course, big business is chalked up, but social events, births, marriages, birthdays, etc., all combine to bring a steady trade throughout the year.

Pays To Read All Books

"I make it a point to read all the new books that come in," said Miss Smith in discussing the psychology of book selling. She added: "I cannot sell them if I do not read them. For instance, the 'Red Masquerade' came in on Thursday or Friday, and I had gone through it by Saturday. The first thing asked by a customer in search of a book is, 'Have you read it?' If you have not, the customer will in nine cases out of ten put the book aside. Of course, I don't go through all the heavy books that we stock, but I do try to make myself acquainted with everything in the line of fiction. The public, as a rule, do not require you to know all about the instructional works you handle, but they do demand that you be in a position to give them some pointers on the latest fiction.

"We get everything just as it is published—the heavier works as well as the lighter kind," concluded Miss Smith.

Talking about the stocking of high priced dolls, it is interesting to note that the manufacturers of gift goods are appealing strongly to children in their newest offerings. Never before excepting possibly at Christmas time have so many toys and playthings been featured in the lines offered the trade and given so much prominence in the window displays of the retail shops. It is very plain to see that gift giving to children is not to be confined to any holiday season, but is becoming a fixed and continuous habit with the people of this country.

It is estimated that the American toy trade of the United States for 1920 was in the neighborhood of $100,000,000. This year promises to be a record breaker. In years past the manufacturers of gift novelties have been particularly successful in putting in novel shape, finish and color many practical and useful things for the "grown-ups." What they have done for adults they are now seeking to do for the children, that is, make attractive, useful novelties, musical toys, children's furniture, drawing sets, toilet articles, etc.

As to purely amusement plaything and toys, there seems to be positively no end to the new ideas in the productions of the manufacturers. To secure the attention and thus to sell well, toys must possess merit, the same as do other lines of goods that sell. The struggle for something new and original in gift novelties is becoming keener every year, even in children's toys.

Selling Picnic Goods by Displays

Edward Jifkins, Roncesvalles Avenue Dealer, Although A "Bug" On Magazines, Secures A Goodly Share Of The Trade Of Toronto's Vacationists By Keeping Paper Plates, Serviettes And Similar Table Lines To The Fore In Hot Weather.

WITH JULY at hand and thousands upon thousands of heat-stricken city folk preparing to evacuate their domiciles at the first sign of a torrid wave, the bookseller and stationer who fails to play up picnic goods will be missing an opportunity. July, August and September constitute the real picnic season, and certainly there is good money in the handling of paper plates, wax paper, drinking cups and the like. Toys and novelties also go well with this line.

A Toronto dealer who is alive to the possibilities of the picnic season is Edward Jifkins at 187 Roncesvalles avenue.

Magazines—Toys—Novelties

"At the present time," stated Mr. Jifkins to the editor of "Bookseller and Stationer," I am putting all my force behind picnicking essentials. And when I speak of picnic goods in general I do not mean just the paper plates and serviettes, waxed paper, drinking cups and the like, for magazines and certain kinds of novelties and toys are also included. Picnic goods sell well throughout the entire summer, but the demand for them will be but spasmodic and unsatisfactory unless they are displayed. They must be shown in the window, for it is not every dealer who handles this line, and the passing public wants to be sure where it can get what it wants. People will not drop into every store within range to ask if such and such a thing is stocked. But if the goods are in the window the customers can be relied upon to come."

Talking of window displays let it be said right here that Mr. Jifkins is almost a "bug" on magazine windows. Speaking of the display shown in connection with this article, Mr. Jifkins said:

"This is what might be called a magazine window out and out. I believe that the window is the real salesman of any store and particularly is this so in the handling of magazines. Frequent changes of display I have always associated with increased sales. And a display like this brings people to the store quicker than if we just had the magazines on the counter. On every possible occasion I have my magazines on easels which make the periodicals stand up head and shoulders, as it were, over the other goods displayed. Nor do I have them the same way twice. Change them around a bit now and then and the people seem to fall for it."

The Season For Novelties

Mr. Jifkins had the easels made in accordance with his own design. These easels can be placed on top of the gum and confectionery case, in the window, or any place else in the store, and such is their design that they are always conspicuous.

"Magazines are selling particularly well just now," declared Mr. Jifkins, "and, of course, the week-end-trip epidemic is helping things along. There is a decided effect noticeable, too, on the sale of toys as families leaving over Sunday generally take along a bat or a ball or some little toy for the kiddies. Novelties are also in good demand and this summer more than ever before they seem to be unusually popular. Of course the regularity of birthdays and the fact that children suffer from one ailment or another during the hot weather keep the demand fairly steady, but, outside of Christmas, when more expensive lines are sold, this is undoubtedly the season for novelties."

In the Jifkins store ice cream is handled during the summer months with good results, the call for bricks, cones and bulk being steady until well into the Fall.

Ice Cream a Good Line

"We often sell three dozen bricks in a day, and on a good hot day we can hardly hand it out fast enough," said Mr. Jifkins.

At the side of each window in the Jifkins store there is a mirror eight feet high and five feet wide. These are placed strategically at the side so that a sort of double-display effect is secured.

"It gets them both coming and going," is the way Mr. Jifkins puts it.

It will be seen from the illustrations, too, that the magazines are strung along a rod going right across the window.

(Continued on page 26)



For people going away for the week end or to the sea shore this window in Edward Jifkins' store, 187 Roncesvalles Avenue, Toronto, would have a strong appeal. Different kinds of magazines are conspicuously displayed and thrown in with them are kiddie kars and other little toys and novelties built to withstand the wear and tear of a vacation trip. Note how magazines have been rolled and stuck upright in the handles of the kiddie kars.

Trend of the Times Appears to Be Towards Educational and Physical Development Toys

"CONDITIONS in the toy industry are favorable, with good prospects of a rapid return to commercial normalcy," said Charles Graham, president of the Toy Manufacturers of the United States of America, in an interview with "Playthings."

"The annual American Toy Fair which closed recently at the Breslin, Imperial and Union Square hotels," he continued, "may be taken as a fair barometer of national and international trade tendencies in the toy business. It was the largest toy fair ever held here or anywhere in the world and was participated in by more than four hundred American manufacturers. While it was conducted primarily for the benefit of the buyers of jobbing, wholesale and retail houses, it reflected pretty accurately the demands of the consumer public.

Flimsy Gimcracks Ousted

"Healthy development, applied native ingenuity and a firm confidence in the desire of the American public to support this typically American industry by the purchase of only American toys for their children, was evidenced in the thousand and more lines of toys shown. There are plenty of new toys, but no freak novelties and no flimsy gimcracks. Careful study of the play habits of children has resulted in many novel articles adapted to all ages and to both sexes. The trend of American toys is more strongly than ever toward educational and physical development toys, including juvenile athletic goods. Even the toys for the very small children permit of the child's participation in their operation, which fact marks a step forward in the efforts of the members of our industry to supply children with such toys, games and books as they really want and should have as opposed to the old system of producing merely something of momentary attractiveness and quick selling properties.

Judicious Buying Noticed

"In 1920, following the toy shortage of 1919, the buying was abnormal, but the increased demand for American made toys helped the dealers and the trade generally so that the retail inventories at the close of 1920 were normal. This year the buyers have lost the spirit of a year ago and are buying more judiciously. Some, however, have made what seems to me to be a mistake in holding back and placing only orders for their partial estimated needs and expecting manufacturers to have goods ready much later in the season when such backward buyers decide that they want them. It strikes me that this is a serious error in view of the fact that wise manufacturers must necessarily base their production very largely upon early buying orders and will therefore not be in a position to fill a large volume of belated orders. This might cause a repetition of the conditions caused by the shortage of the end of 1919, seriously embarrass the buyers and create bad market conditions for 1922. The average manufacturer's costs are set for 1921 and cannot be changed. The bulk of his materials are already contracted for and production plans made. All toy manufacturers are anxious to get back to normal conditions as quickly as possible for the benefit of the trade and for the benefit of the consumer.

Lower Prices Quoted Now

"In 1920 manufacturers were forced to advance their prices because of material and labor troubles between January and October. Now in 1921 the prices in many lines are back to the level of the prices of January, 1920. This reduction is based upon more favorable present manufacturing cost prices and estimates of future possible lower costs during the current year.

"I cannot at the moment think of any industry that studies the needs and desires of its ultimate consumers more closely than toy manufacturers. We are fortunate that with the American child there are few 'whims' in playthings and in the fact that the number of our potential customers is constantly on the Rooseveltian increase, thus increasing the demand for toys for different ages in an almost exact ratio so that no line of toys is ever out of date.

SELLING PICNIC GOODS

(Continued from page 25)

This saves space and at the same time gives the magazines a good showing.

Papeteries and greeting cards can be disposed of in good style to vacationists, according to Mr. Jifkins, who also makes a practice of putting in his window strong displays of the magazines just as they are received. For a day or two he takes out everything else and gives over a window in its entirety to whatever magazine has just been placed on the market.

Displaying Seasonable Goods

The success which has crowned Mr. Jifkins' policy is just another proof that timeliness in switching from staple merchandise to seasonable goods is appreciated by the general public. Some dealers carry this "switch" to a marked degree by changing their entire stores at the start of the summer season and by instituting a policy of window decoration in accordance with the plans for featuring merchandise that has a particular appeal to the summer shopper. The handling of cameras, photo supplies and other vacation stock has proved a winner in some localities.

Some dealers do everything they possibly can to give their stores a summer appearance. This is accomplished by placing ferns and flowers on the counters and shelves, and, in some instances, by moving the heavier stock to the rear of the store and bringing to the front everything which stands a good chance of catching the eye of the prospective vacationist.

A good scheme to get rid of picnic goods is to place the stock on tables just inside the door. If a table is placed near the door in the center, customers will have to walk around it to get in and in this way the picnic goods—which every person wants at some time or other during the season—are brought forcibly to their attention.

To Save Customer's Time

On these tables may be shown complete picnic outfits consisting of paper plates and saucers, drinking cups, tissue paper serviettes, parafined paper spoons, doilies and table spreads. If these are wrapped in neat packages or boxes the impression of sanitation will be conveyed and they can easily be handed out to customers in a hurry.

A good trade can be built up among churches, schools, clubs, etc., for picnic and outing goods by a list of all the affairs planned by local organizations for the spring and summer season and about two weeks before each one is scheduled sending a little folder, containing illustrations of paper goods to the person or persons of the organization in charge of the outing. Accompanying the folder might be a letter in which an offer of a "special discount" is made. This special discount consists simply of the usual quantity discount and still leaves a very nice margin of profit.

Newspaper advertising is an important element in securing business on picnic goods. It so often happens that almost any store is thought of by the average person as a source of supply for picnic supplies that the calling of attention to the stationery store as the "headquarters for picnic and outing goods" will bring a considerable amount of business that might otherwise have gone to dealers in other lines.

There is money in picnic goods. The demand can be developed to considerable proportions; the turnover is rapid, and advertising will result in a very satisfactory volume of business.

Toys Belongs to the Stationery Trade

They Sell to the Everyday Customer Who Buys Books and Stationery Supplies

JOE RALPH is a traveller for a toy manufacturer who is one of the livest men on the road today. When he started out in his line he realized that the toy business in Canada had not only to be developed but also to a great extent to be originated. Working on this plan, he has kept constantly in touch not only with dealers who carry toys but with those who in the future might be induced to stock them. To-day, many a stationer doing a good toy business owes his start to Joe. In most of these cases, this traveller has not only given the dealers their first start but has, by careful study of the neighborhood in which his prospect lives and comparison with others, assisted merchants in stocking the proper kinds and the necessary quantity.

One striking example of his success in this field is a bookseller in an Ontario town of about 12,000 people. His store is on a corner within a hundred yards of a large public school. For years Joe Ralph kept an eye on this man. He watched children ranging from six to fourteen years crowd his store for school supplies. He listened to their chatter about games and marbles and dolls. At every opportunity he brought to the attention of the dealer the fact that he was turning his back on a chance for big profits.

The stationer, however, was unconvinced for a long time. He did not believe that toys should be in his store. They were not a part of a stationer's outfit. One day, however, he wakened up. A boy after deliberation between the purchase of a 60-cent box of water colors and a 25-cent one, chose the cheaper so that he would have 75 cents change for a baseball bat, which was shown in a window a block away. The dealer for the first time realized that children, like grown-ups, will pay for what they really want, to the extent of skimping on what they are forced to buy. By watching his young customers each day, he soon discovered that their school supplies suffered considerably in financial transactions when they thought they needed a plaything.

This merchant then sent for Mr. Ralph, admitted that he thought the proposition of stocking toys worth attempting and left the matter with him. To-day, toys form such an important part of his total sales that the dealer often tells himself how many kinds of a blunderer he was not to have seized this gold mine years ago.

Another point that experience has taught him is that the hoary old theory about toys selling only at holiday time was concocted by some crusty conservative who should have placed the blame for this on his lack of industry.

The chief danger in the merchandising of toys lies, he says, in the proper selection of stock. If the individual toy sale does not exceed a half dollar there is no use in placing an assortment before his customers which averages a dollar and a half.

Another danger sign for the toy man is—beware of fragile toys. Very often the lure of inexpensiveness tempts even the careful dealer. Rarely does the profit exceed the loss due to breakage.

When special attention is not to be given to the toy department in the matter of display and in training clerks to sell toys, it is often well to have toys which are attractively packed by the manufacturer. They sell themselves.

Until the day comes when the toy trade in Canada is large enough to have shops devoted to toys alone, the stationer is the logical, natural man to handle them.

OH, BINDLE!

Bindle, the new character created by Herbert Jenkins, is one of the funniest fellows in fiction. Thousands have laughed at him and with him. The arrival of a new popular-priced edition on the Canadian book market will bring Bindle into contact with a much wider circle of admirers.



Reproduction of John Lennox's window in Hamilton. In this window are shown club bags, steamer rugs, steamer trunks and ebony products.

School's Out; Go After Juveniles

Few Windows Just Now In Which Playthings Of Some Description Are Not Being Shown—Dealers Can Boost Summer Business By Playing Up Kiddies' Vacation Goods.

WITH THE closing of the schools and the letting loose of the children merchants everywhere seem to make a drive on the kiddies' trade. It is during July and August certainly that the little folk have their innings and naturally the man in business who carries lines that appeal to the little ones would be making a mistake if he did not make the most of his opportunities. These are the two months of the year when the children go in for a good time, and, of course, it is almost impossible for them to have the kind of time they would like without the things essential to outdoor enjoyment.

This is why every book and stationery store is showing bats and balls, swimming wings, fishing tackle, gloves and the hundred and one articles so closely associated with the juvenile in holiday time. It would be like looking for a needle in a haystack now to try to pick out a store which has not at least one window filled with sporting goods, toys and such things.

The average kiddie may not have more than a few cents to spend at a time, but if the dealer gets on the right side of the little fellow or the tiny missie he may be sure that he will get the business when something worth while is being purchased.

"Be careful not to be gruff or sharp with the child," advises Edgar J. Vickery, of Yarmouth, Nova Scotia, and without a doubt no better warning was ever given. The juvenile is quick to show appreciation of a kindness and just as quick to show antagonism over a real or even fancied grievance.

Perhaps the predominant quality required by the salesman dealing with children is tact. Ordinary courtesy is not sufficient. The man who is catering to the kiddies wants to be something of a psychologist, and to know quickly how to treat different people at different times. How to interest the man who is indifferent or preoccupied, how to silence the garrulous, humor the whimsical, give courage to the customer who is cautious with his money, and satisfaction to the man who is exacting! The toy salesman wants to understand and humor children. They are often the final arbiter in deciding whether their parents shall make a purchase. No salesman, however eloquent, can hope to make as moving an appeal as the small boy or girl to their parents. Children are sometimes harder to humor than grown up people. But when once they are interested in anything, they give their whole attention to it. The expert salesman must know how to interest children of all ages, and in all moods.

Making An Impression

These qualities are indispensable to a salesman who wants to achieve success. There may be little to choose between the quality of particular goods shown in rival shops, and the sales in one business may greatly exceed those in others. The reason is often found to be good salesmanship. The salesman impresses his personality upon the customer, and his courtesy, tact and experience are remembered when that customer makes a fresh purchase. Or the children may remember the salesman at the toy shops who amused and interested them. And so with good quality articles and skillful salesmanship, a firm rapidly extends its trade and reputation. Moreover, the salesman so far from treating his occupation as a monotonous grind enters into it with zest and enthusiasm.

Again, a practical knowledge of toys is necessary if the salesman is to secure the best results. Sympathy and understanding are particularly necessary in the sale of toys, the more so than with most articles.

Colors As An Attraction

It is a well-known fact, too, that children love bright colors. Realizing this, one dealer who was successful in drawing children to his store had a generous supply of bright streamers in his display windows, this being noticeable particularly during the holiday season when extra business was the object, the streamers in all sorts of colors extending from the top diagonally down to the floor of the window. The cloth in the windows on which were set the various articles was of a bright green that contrasted favorably with the background, which was hung with a cloth of bright red. The sides of the windows that permitted of dressing were covered with a yellow-hued cloth.

A knowledge of the article to be sold is, of course, a primary requisite. The salesman must be able to expatiate spontaneously, eloquently, and with intimate knowledge on every aspect of the goods which he may be called upon to

(Continued on page 30.)



This kind of a window trim is always sure to attract attention. Put anything of interest to a kiddie on display and crowds of juveniles will stick around all day.

Leather Goods Grow in Popularity

Dealers, Casting About For New Lines With Which To Maintain Their Volume, Are Going In For Novelties That Will Appeal To Both Men And Women—Some Nifty Designs Now On The Market.

STRONGER and stronger daily is the hold that the dealer in books and stationery is getting on the leather goods trade of the country. For some time past the trade has been handling novelties in the leather line, but within the past few months there has been a decided increase in business of this nature.

Just how to account for this step forward it is difficult to say, but the general belief is that the coming of the readjustment period caused the dealer to look about him in search of fresh fields to conquer. In other words, faced with the problem of maintaining his volume, he has been compelled to take on some good paying side lines.

All Handling This Line.

This is, perhaps, why he has turned to leather goods, as articles of this nature seem to be highly popular nowadays with the fair sex. Certain it is that while calling on the trade in Guelph and Kingston and several smaller places the editor of "Bookseller and Stationer" did not find a store in which this line was not handled.

One of the newest leathers being shown this season is called "spider web," and, as its name implies, the grain follows the web of the spider, giving a very attractive effect. This leather is being shown in soft tones of grey-brown and blue. A new swagger bag in this leather has as its outstanding feature in design diagonally cut lower corners, giving the bag an original and unique appearance. This bag has a mirror fastened on the flap inside, and inside pockets for tickets and memoranda pad, also a very roomy compartment for change.

Another line of swagger bag gaining in popular favor is made of the well-known alligator leather. Many of these bags are being made with outside pockets, without flaps, this pocket offering a place for Milady's fancy 'kerchief. In a great many cases the "safety" pocket is shown and is supposed to be used for bills.

Demand For Handbags.

Perhaps one of the most important sections of the fancy goods industry is that which embraces handbags of all kinds. Never before in the history of fashion, says the Trade Supplement of the London Times, has there been such an opportunity for the maker of bags and purses. Very few ladies' skirts today have pockets, while coats also appear to be tending towards the elimination of that useful device. For instance, a large number of the new spring coat models are without pockets, and all the signs point to a bigger demand than ever for handbags.

By far the greater proportion of the bags carried by ladies are of leather the bag made of silk or other material being used on special occasions only. It is found that for ordinary, everyday purposes bags must be of a utilitarian character, and the call is chiefly for those articles which are mainly composed of leather.

In Daily Use Now

So manufacturers have prepared an extensive range of leather bags for the consideration of buyers. In doing this they have shown a commendable confidence in the future of the industry, and the implication is that they strongly believe business will very soon revive, as indeed, it must in a sectionn of the trade which caters for one of the most important adjuncts of a lady's dress.

It is all a question of having sufficient patience; and when business does move the buyer who has had the confidence to invest in new season's goods will be ready to take immediate advantage of the opportunity and to supply a demand which must come sooner or later. Bags, and leather bags particularly, are being worn every day.

As reported previously in "Bookseller and Stationer," the swagger bag is among the latest designs. Almost over night new designs spring up, finding expression in new leathers, new corners, or again in new arrangement of compartments within and without of this style of bag. So great has been the demand for this type of bag and so general, that manufacturers are now producing more popular lines, which can be had to retail as low as $3.00, while formerly only the very best grade was being catered to with only the finest class of goods.

"Swagger Bag" Designs

One new swagger bag, with arched strap handle on either side, is absolutely square in shape. The very inside compartment shows a small pocket for bills secreted on one side. The bottom of the inside compartment, for change, is perfectly flat, and the depth and width of the purse provide an exceptionally roomy inside purse. On the outside shallow pockets provide room for a memoranda pad and car tickets.

One of the newest items for both men and women is the "Snugfold," a patented bill fold. This bill fold is so constructed that bills of large denomination may be securely placed in the "Hidden Pocket" and not exposed to view while the case is open. At the same time it affords easy access to smaller notes that can be conveniently carried in the outside pocket of the case. These small notes may be easily obtained without displaying the larger notes in the concealed pocket. The gusset in the bill fold allows the largest number of bills to be carried compactly in the smallest amount of space.



The handling of leather goods has come to be a profitable and popular side line with both the druggist and the bookseller. The accompanying illustration shows how Parker & Company, of Owen Sound, Ont., play up this kind of merchandise. "Put the goods out where they can be seen," is the policy followed.



SCHOOL IS OUT

(Continued from page 28.)

handle. He must have prices at his finger tips; he must be able to dilate fluently on the qualities and durability of his goods; he must be able to compare and contrast if need be the price of the goods which he is selling with those which are being offered by neighboring firms.

What Salesman Must Know

He should know all about the goods he handles. If it is a building or agricultural outfit he is demonstrating, he should have it so that he can amaze the child with the speed with which he produces the finished article. He should know all about the mechanical toys, so that if anything goes wrong, he can make repairs in short order right before the child. It is all very well to reach for another article of the same kind, but if something goes wrong with the machinery and the boy is laid aside the child's confidence goes with it. And so should it be with dolls and other things. The salesman is expected to, and should, know practically all there is to know about his goods.

And if it is a magician's outfit that is being shown the salesman will cinch the argument in ninety-nine cases out of a hundred if he makes a few mystic passes and puts the stunt across. It is all very well to hand the outfit with the accompanying directions, but with the youngster it is usually a case of "seeing is believing," and the kiddie wants to see. In other words, it is up to the salesman to show him.

Weekly Contests Help Out

The giving of prizes and the putting on of contests generally prove a hundred per cent. efficient in attracting juvenile trade. Some dealers have found it a paying proposition to give weekly prizes to the little ones of the neighborhood bringing in the most trade. In such cases the names and addresses of the winnners are placed in the window each week, and, as might be expected, every kiddie in the district is sure to be on hand to see all there is to be seen.

An the best of it all would be that the little children, besides making their own small purchases, would pester their parents and others to let them buy articles for them. In this way the dealer would get a good deal of business that might not otherwise come his way, in addition to some mighty fine advertising.

DOLL WEDDING

(Continued from page 23.)

tennis racquets and several open boxes of tennis balls.

Jack McGall showed balls for the kiddies, tennis racquets, flashlights, paddles, baseballs, ball gloves, flags, razors and shaving supplies in one window, while in the other fishing tackle of all kinds was piled high. A row of fishing rods formed a sort of background screen for the window and attached to the walls and hanging from the ceiling were bait pails, nets, baskets and tin tackle boxes.

Balloons, Music and Souvenirs

Leather purses, magazines and stationery took up the whole of one window of The College Book Store, while in the other were hundreds of sheets of popular music. In a center window between the two doors were balloons, books and views of the city.

Mahood Brothers, just across the road, gave over their two long windows to dolls and toys, leather bags, stationery and writing articles, phonograph records, cut glass and jewelry novelties, silver smoking trays, ornamental beads and articles of toiletware.

In one section of the window was a display that would be sure to stop the little folks. Here dolls were seen seated around a table enjoying a make-believe meal, and around them were several smaller dolls reclining peacefully in carriages. To catch the eye of the boy who might also stop to take in this display were all kinds of balls—hard and soft—and a few bats and gloves.

The City Book Store had two good window displays of magazines, books and light fiction suitable for summer reading.



The active season for many lines of sporting goods is at hand. The merchant whose window display is depicted herewith, realizes the value of showing an extensive range of such lines to appeal to those interested in practically every summer sport. Oftentimes a suggestion from an attractive window display such as this will clinch a sale. With the luxury taxes on sporting goods removed this summer there should be a big revival of business in such lines as are shown. Encouraging local sporting tournaments is a good way for the merchant to help the sale of such goods.

Manufacturers' Agents WANTED

The following firms are interested in obtaining exclusive representation in Canada:

A manufacturer of lead pencils with a trade in the United States that covers every principal city. Highest grade stationers now handling their line. Established sixteen years. Line already well known in Canada.

Well-known manufacturer of paper pencils. This line is probably the best known paper pencil line in Canada. At present stocked by the large wholesale houses.

A firm of manufacturers' agents, controlling the output of well-known manufacturer of novelties, desk sets, folios, calendars, photo frames, phone lists, etc. This firm is a member of Greeting Card Association.

Manufacturer of leather goods consisting of Brief Cases, Portfolios, Music Rolls and Men's Pocket Books. Also a line of Musical Instrument Cases. This is a well-known line.

Fountain Pen manufacturer who has just completed a most successful merchandising campaign in New York State. Now prepared to market their pen in other states and Canada.

Manufacturers of very well known line of mathematical instruments, surveyors' instruments, etc. This line is now carried in Canada. Manufacturers are now interested in working the Canadian market in a big way.

Large stationery jobbing house controlling the exclusive selling rights on a number of good selling lines. This house publishes a catalogue of over 300 pages. Some of their lines now good sellers in Canada.

A publisher of greeting cards and high grade gift shop specialties. Also manufacturer of several novelty lines on which patent rights for Canada are being applied for.

Manufacturer of high grade desk sets, trays and novelties.

Manufacturer of cash boxes and other office specialties of that nature.

If you are interested in any of these agencies further information can be obtained from

Bookseller & Stationer

143-153 University Ave. - Toronto, Canada



Give a receipt
and get all your money

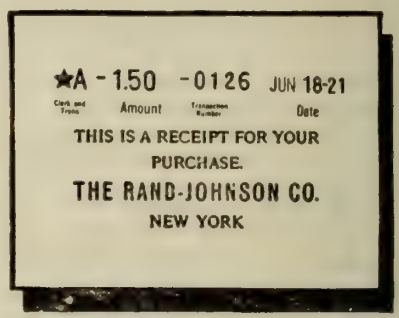
The right way to handle a sale

1. Collect the goods at the wrapping counter beside the register.
2. Tell the customer the price and get the money.
3. Register the sale.
4. Wrap the receipt in the parcel.
5. Give parcel and change to the customer.

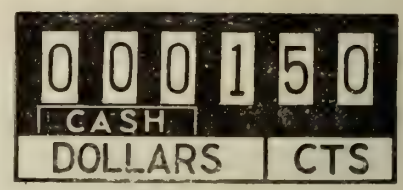
The customer gets quick service.

The clerk gets credit for making the sale.

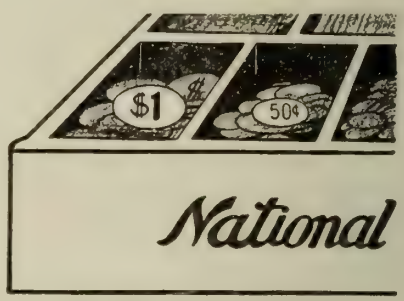
The merchant gets all of his profits.



Wrap this receipt in the parcel



Get this receipt inside the register



And get all your money

We make cash registers for every line of business

NATIONAL
CASH REGISTER CO.
OF CANADA LIMITED

RELIGIOUS ARTICLES

We have a most comprehensive assortment of Roman Catholic Prayer Beads, Prayer Books, Chains, Scapulars, Crucifixes, Statues, Candle Sticks, Waterfounts, etc.

FRENCH BOOKS

We have the largest stock in America, comprising Literature School Books, Manuals, Guides, Technical and Religious Books.

FRENCH CARDS

We are the exclusive distributors. Christmas, New Year, Valentine, Easter, Birthday and Religious Cards. Mass Offerings and Spiritual Bouquets.

Ask for Samples and Quotations

GRANGER FRÈRES

LIMITED

43 NOTRE DAME ST. WEST MONTREAL

TOY BALLOONS

For immediate delivery

Brilliant and Fast Colors Satisfaction

Best Quality Balloon Prompt Delivery



Uniform Weight
No Heavy Ends.
Perfect Shape.
Will stand Maximum Inflation.
Attractive Packages. Name imprint if desired.

Assorted Colors.
Red, White, Blue, Yellow, Green, Black. Colors guaranteed. Non-Poisonous. Absolutely Fast. Also two-color Balloons.

Write for samples and prices to

STANYON SALES CO.

200-201 Board of Trade Bldg., Toronto, Ont.
Sole Distributors for CANADA

The Oak Rubber Company

Ravenna, Ohio

COUTTS
MADE IN CANADA
GREETING CARDS



How Does This Strike You ?

LISTEN, Ye Buyers of Greeting-Cards, pray!
How Does THIS Strike You?—You're offered today
CARDS made in CANADA, therefore you pay
Nothing for "Duty" whatever!
COUTTS, of TORONTO, in "line upon line,"
GREETING-CARDS makes, of artistic design;
Wisdom and Wit in their prose and verse shine,—
Catchy, convincing and clever.
COUTTS carries CARDS for the young and the old;
Cards for all sorts and all seasons are sold,—
Cards of all sizes for minds of each mold;—
Cards of diverting devices.
Cards that will call back the days that are done;
Cards for occasions of feasting and fun;
Cards for the periods of shadow and sun;
Cards, too, at various prices.
HARK!—I remind you again they're **"HOME-MADE!"**
THIS means,—no rate of exchange to be paid;
THIS means,—encouraging Canada's trade,—
Boosting the goods of your nation!
COUTTS has more "lines" than there's room to repeat,—
CARDS every season's requirements to meet;

Write him for prices and details Complete

WILLIAM E. COUTTS

263 Adelaide Street, W.
TORONTO - CANADA

MADE-IN-CANADA

Dolls, Postcards and Novelties

WE ALSO CARRY IMPORTED LINES

SAMPLES AND PRICES UPON APPLICATION.

International Fine Art Co.
LIMITED
437 St. Paul Street West
MONTREAL

THOUSANDS *of* DEALERS

Are finding "FEIST SONGS" a most profitable line.

Music sales were never larger than they are to-day.

Write us for Prices, etc.

LEO FEIST LTD.
193 Yonge St. Toronto

Travellers are out now with complete lines.

French Ivory.
Greeting Cards and Post Cards for all occasions.
Purses and Wallets.
Pennants, Cushions and Textile Novelties.
Supplies for Celebrations, Old Boys' Reunions, etc.
Souvenir Novelties (a tremendous variety).
Christmas Stockings.
Conservo Lunch Sets, Splashers, Table Sets, Infants' Bibs and Sets.

The product of five factories we own or control.

Pugh Specialty Co., Ltd.
38 to 42 Clifford St., Toronto, Canada

SCHOOL BOOKS ALL READY

By reason of the fact that night work was the order for three weeks before the launching of the printers' strike in Toronto, The Macmillan Co., of Canada "beat the strikers to it" and on May 31 every school book was on the floors. To get all their school books off the presses by the end of May was a real feat and one of which Hugh S. Eayrs, the president of the company, is justly proud.

"This is a matter of great importance to the dealer" stated Mr. Eayrs to "Bookseller and Stationer," adding: "In spite of the strike the dealer can now place his orders and be sure of immediate delivery."

Mr. Eayrs has just returned from the West where he found the trade well pleased with the efforts that have been put forth to meet their requirements.

HANDLING HUNDREDS

(Continued from page 16.)

purses and bill-folds and for razors, pipes, ash trays and men's goods of different kinds.

"Ask to see our bargain counter for back numbers," is the sign displayed near the front of the store, and, according to the proprietor, a sign like this brings business, as it catches the fancy of people who are going camping for the summer.

"Old magazines," explained Mr. Daly, "are just as good to them as new ones, when they are in the wilds. They will not buy a dozen or so new periodicals, but put on some of your old unsaleable ones at a reduced price and they'll grab for them."

Birthday and greeting cards of all kinds are kept on a table at the rear of the store and games are kept on shelves in the same section, together with quite an attractive exhibit of souvenir cups and glasses, boxes for wedding cake samples and packaged confetti.

Likes Closed-In Window

With regard to his window Mr. Daly thinks that for a city the size of Guelph there should be a change of display at least twice a week. He also approves of the closed-in window, his preference being for prism glass, Mr. Daly, like other merchants, having learned that gazers into shop windows do not like to feel that they are being watched from inside.

SPECIALISTS IN NOVELTIES for CARNIVALS DANCES, ETC.

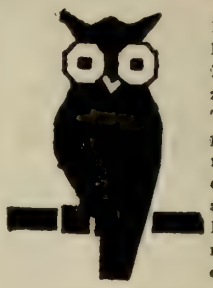
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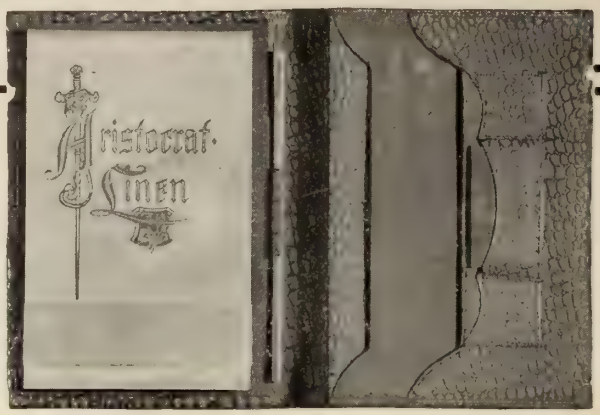
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TORONTO

Defending the Two-Dollar Novel

Booksellers Who Have Been Forced To Listen To Complaints Regarding The Increased Cost Of Books Have Sympathy Of Dr. George H. Locke, Toronto's Chief Librarian—Suggests Securing Assistance Of Different Organizations In Giving Canadian Books A Place In The Sun.

THERE are undoubtedly few booksellers who have not at some time or other within the past few years been forced to rush to the defence of the two-dollar novel.

This being the case, every dealer in books in Canada will appreciate the story told by Dr. George H. Locke, Toronto's Chief Librarian, at a meeting of the Toronto branch of the Canadian Authors' Association in the Heliconian Club rooms on May 11.

Dr. Locke had been approached by a good friend who, launching into a complaint regarding high prices in general, bemoaned the fact that he had just been called upon to pay two dollars for a novel. It was ridiculous, he thought. Nothing less than highway robbery, etc.

"Was it a good novel?" asked the librarian.

"Yes," admitted the friend. It was a mighty good book but two dollars seemed a big price to pay for a book."

Argument for Booksellers.

"Yet," retorted Dr. Locke, "it was only a short time ago that you paid two dollars to see a moving picture which you expected would give you an evening's enjoyment but which you afterwards characterized as "punk." You unhesitatingly paid two good dollars to see a moving picture which, perhaps, was not at all worthy of the name and yet you complain about paying the same sum for a book from which you can take hour after hour of enjoyment, which will give you something to think about, which you can keep and treasure as a life-long friend and which you can pass around among your friends and give them enjoyment such as you yourself experienced."

Booksellers, went on the speaker, had been confronted with this same complaint. The reading public saw the prices of books go up from seventy-five cents and a dollar to a dollar and a quarter, a dollar and a half and two dollars and in many cases they thought the advance preposterous. They entirely overlooked the fact that books had not advanced nearly as much in price as had other commodities and pleasures. Everything purchaseable was dearer, even theatres and picture shows.

"And," added the doctor, "I pointed out to my friend who cheerfully paid twelve cents for an American paper, that he was paying more than double for a few colored pictures and a lot of boiler plate matter which he would scan over hurriedly and then throw aside as he would an old rag."

Ralph Connor's Popularity.

In Dr. Locke's story Canadian booksellers can find much food for thought. The arguments presented by the Toronto librarian they may use to good advantage in dealing with customers who are inclined to hold back when told that such and such a book is selling for a dollar and seventy-five cents or two dollars.



DR. GEORGE H. LOCKE.

Although Dr. Locke was talking to authors and writers, among them such outstanding Canadian story-tellers as Fraser, Heming and McKishnie, there was much in his address to interest the bookseller. The editor of "Bookseller and Stationer" was present and Dr. Locke's address he found intensely interesting—viewing it from the angle of the bookseller—inasmuch as the speaker brought out points which every dealer in books might find useful in his business.

Talking of Canadian authors and their work, Dr. Locke referred to the fact that in Toronto's main library there were from eight to ten books of every Canadian author. There were seven hundred copies of Ralph Connor's works and, added the speaker, "any one of you would find it mighty difficult to go up there now and get one of his books." This, he thought, spoke well for the works of this talented Canadian.

Library Helps Book Sales.

"Now," said the doctor, "there may be some of the opinion that the bookseller's business is injured by the library. In some small places this might be so, but in towns and cities the library helps the bookseller. It creates and keeps alive the demand for books. The fame of a book will be scattered broadcast by library frequenters and in this way sales in the book stores will jump."

Extended reference was then made to the formation of the Canadian Authors' Association and the plans being formed by that body to stage a Canadian Authors' Week in November.

"We have our Canadian Manufacturers' Association which manufactures laws for us to live up to, and the prices we have to pay, etc." said the speaker, "and we have the Canadian Reconstruction Association which reconstructs us along various lines but in the Canadian Authors' Association we now have a Canadian Intellectual Reconstruction Association. This association is putting on for our benefit a sort of intellectual revival in November. And it is up to us to do what we can to help this along. Organization is the order of the day. We have our Canadian Clubs, our Empire Clubs, our Rotary Clubs, our Kiwanis Clubs and our Lions' Clubs. Why not get all these clubs working for us? Why not get them all interested in making better known the works of Canadian authors—in making a success of our intellectual revival in November? If we can do this it will make it better for the publishers, the booksellers, the authors, the libraries and, last but not least, the Canadian public."

Letting the Public Know.

At this point interesting comparisons were made between Canadian and American authors. Sinclair Lewis' "Main Street" was spoken of, attention being drawn to the fact that to this book for which the public now seemed to have a mania, Stephen Leacock's "Sunshine Sketches" did not have to take second place. Zane Grey and his books, it was pointed out, were being lauded to the skies, but Ralph Connor's stories of Western life were, it was agreed, just as interesting, just as thrilling.

According to Dr. Locke, Canadians needed only to push their own wares. He urged publishers, booksellers and authors to do everything in their power to make known the works of Canadian writers. Some media had to be found, he declared, to let the public know about Canadian books, what they are, how worthy they are and where they are to be found. He hoped the Canadian Authors' Association would find the means for doing this.

In the absence of Hugh S. Eayrs, president of The MacMillan Company of Canada, J. E. Middleton occupied the chair. Mr. Eayrs had been advised by his physician to get out of the city and rest up for a couple of weeks.

Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

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HOW DOES STIKE AFFECT YOU?

Apart, perhaps, from freight rates, there is no single factor which so universally affects the price of every commodity in use at the present day as the cost of printing. Every price list, catalogue, booklet, handbill, circular letter, price card, newspaper advertisement, display card, and all sales literature cost money for printing, which cost has to be covered in the price charged for the various commodities you sell.

Any increase, therefore, in the cost of printing affects the cost of every one of the items above mentioned and must therefore ultimately raise the price of every article sold by the retail merchant. Any such increase at the present time is bound to have a restrictive tendency upon sales and is therefore detrimental to the merchant's interests. If he is forced to absorb the extra cost himself it affects his pocket still more directly.

You, are, therefore, vitally interested in the outcome of the printers' strike for a forty-four-hour week and increased wages amounting in all to an advance of about 40 per cent. This would inevitably result in an increase both in your overhead expenses, in the prices you pay for goods and thus it cannot fail to prejudicially affect your interests.

The forty-four-hour week will benefit no one. If a man is only willing to work forty-four hours he will earn less for himself and for his employers than if he worked forty-eight hours. The great need the world over is for elimination of waste and increase in production.

* * *

THE BRITISH LETTER RATE

The British letter rate to Canada has been doubled, being now 4c. instead of 2c. There was a proposal to increase the postal rates on business and trade and technical newspapers sent to Canada but the Government after looking into the matter decided not to do so and when an announcement to that effect was made in the British House of Commons on June 9th it was, according to cables appearing in Canadian newspapers, greeted with tremendous applause. The Postmater-General pointed out that even the leading daily newspapers in Great Britain opposed any increase of rates on technical and trade newspapers because **it would hamper British spirit and enterprise overseas as compared with the United States and Germany and would retard the recovery of British export trade.**

Sir Geo. Foster said that the British Trade Commission, of which he was a member, had found, chiefly on the evidence submitted to them in Australia, that the reason German manufacturers had secured such a powerful and increasing hold on the Australian market was their persistency in salesmanship. Sir George did not get the whole story, or, if he did, he failed to apply it. That salesmanship was spoken and written. The way for German salesmen was prepared in advance. Their advertising in the business newspapers—printed in English sometimes—preceded their salesmen for two or three years and it came to the desks of their customers weekly or monthly to supplement the calls of their salesmen—to work for them while their salesmen were not there. Germans were much better and more persistent advertisers than British in the Canadian field before the war.

* * *

THE EXCHANGING OF IDEAS

If a friend walked into your establishment and offered a valuable suggestion for the conduct of some particular department of your business, the chances are ten to one that you would clap him on the back and say "Thanks old man, that's a bully suggestion." You would be pleased, and your estimation of his ability and services would be increased tenfold. Again, the chances are ten to one that you would watch for an opportunity of doing him a similar service.

Through the agency of "Bookseller and Stationer" friends, (members of the trade) in various parts of Canada, are offering you the benefit of their experience. Why not reciprocate? The editor of "Bookseller and Stationer" would be pleased to receive a letter from you outlining some particular scheme which has proved a signal success in promoting sales.

There are countless schemes for attracting trade. Some of these may be known to you but not to the other fellow. An exchange of ideas cannot hurt anybody. On the contrary, they are certain to benefit a great many. If there is a local correspondent of "Bookseller and Stationer" in your city or town, outline your idea to him and he will do the rest.

Remember that ideas are priceless gems. Your may be a good one, but the other fellow's may be better.

As Frank Stockdale said, in addressing a gathering of Toronto merchants, "If you have an idea and I have an idea and we exchange each of us then has two ideas."

This is the spirit that should be shown by every member of the trade. It may not always be possible to publish within a few days the articles sent in but every thing of merit will find its way into print at the earliest opportunity.

So do your-bit in helping to get out a real live trade publication. Start in now. Keep in touch with the head office or our local correspondent and help to provide the trade with the livest and most progressive business publication on the continent.

* * *

IS THERE a merchant who would not like to impress upon the minds of the children of his neighborhood the personality of his store? Some person has wisely said "The way to do it is to get them young, and you can start in at the bottom and build up."

* * *

THERE are two big points to remember in building up a business. The first is to attract the parent through the child; and the second is to impress upon the child the name and personality of the store in order that as they advance from childhood into manhood they get the habit of going to your store.

Urges Cultivating Western Tastes

E. R. Atkinson of Saskatoon, Is Convinced That Books Can Be Merchandised Like Oranges, Tobacco Or Gum—Would Like To See Some Action With Regard To Creating A Better Market West Of The Great Lakes.

ACCORDING to one Western bookseller, the business of selling books is nothing more than a side-line throughout the West.

"I came to Saskatoon ten years ago," said E. R. Atkinson, of the Saskatoon News Agency, Saskatoon, Sask., "expecting to sell books. I had been in the book business in England since I left school. In England there is a market for books, due to the appreciation of books bred by that older society. In the West I found that all were busy 'doing things,' and not reading about them. It is a reflex of the conditions in this new country. When the great mass of the public in the West choose a book, they choose one full of action.

"A certain number want literature and buy the better works, but the popular demand is for light fiction, and not necessarily for literary excellence in the same.

Tobaccos and Candy Stocked

"I doubt if there is one merchant west of Toronto making a financial success of books only. They are handled as a side-line and other departments must yield the profit to make the continuation of the book store possible.

"You cannot imagine my feelings, as a bookman, when I first added tobaccos, then candies, gum, etc., to my stock, as I realized that the Western Canadian public's demand for good reading did not justify a straight book shop.

"I am thoroughly convinced that books could be merchandised like oranges, tobacco or gum, but book publishers have not been disposed to make any effort to popularize the books to any large extent.

"It is not sufficient to get a retailer's order for a hundred books and consider the transaction completed. Until those books, like chewing gum or cigars, have been put into the consumer's hands, the deal is not complete.

A Word To Publishers

"In my own experience, I have the very greatest difficulty and sometimes absolutely fail to manage to obtain window cut-outs, display material, or any other assistance to sell the books I have been sold.

"I want to say through 'Bookseller and Stationer' to the publishers, that in order to create a market for their books throughout Western Canada they will require to lend a great measure of support to the dealers.

"The cost of doing business in almost all cases does not permit of a margin of profit on the mark-up now allowed on copyright books. The actual cost of this line of copyright books priced to sell at $2.00 is $1.54 laid down here. You can see that if 20 per cent of any lot remains unsold, the entire profit in the lot is frozen up.

Look Forward Hopefully

"Finally, I would say that a good demand for books does not exist in the West, and profits obtainable are not sufficient inducement to do much sod-breaking along the line of creating a public taste for book reading.

"The difficulties in the way of making the West a good book market are not beyond the dynamic powers of modern advertising, and the dealers look forward with hope to a definite move on the part of the publishers toward a 1921 handling of this market condition."

In conclusion, Mr. Atkinson stated that he believed all text books needed in schools should be bought by the government and supplied free to the scholars.

Retail Book Salesmanship

Speaking of retail book salesmanship, Guy Hubbard, sales expert, says: "Knowledge of books and their reading value helps in the steady sale of all parts of the book stock.

"Book knowledge for practical purposes may be classified into three divisions:

"1. Knowledge of the author and his work—his themes, his mode of expression, his titles and his standing in his field.

"2. Knowledge of individual books of an author and the popular conception of his reading value. That is, how he sells, to whom and why.

"3. Knowledge of book readers' needs and tastes. This cannot be more than superficial knowledge, but it is valuable as just that; customers express their wishes but not always in terms of specific books and authors. Intelligent salespeople can learn to help customers find what they need."

Book enthusiasts among salespeople are not hard to find.

Question of Local Advertising

Stores run their book advertisements separately, but this is only desirable, according to the Book Sales Promotion Bureau, when the amount of space given to other merchandise is very large. Books are merchandise like anything else, the only difference being that they are food, clothing and shelter for the mind instead of for the body. This makes the appeal abstract instead of concrete, but it makes it all the more vital. Emotions and instincts can be converted into profitable themes for local advertisements. Take ambition, the building and home instinct, the strain of sentiment running through humanity, love of adventure and romance, the desire to be entertained, the wish to enjoy and safeguard health, faith or disbelief in religion and the supernatural—all of these and a hundred others can be profitably capitalized while fulfilling the department store's duty to upbuild the community.

Other sources of advertisements lie in the books already in your customer's home. Point out the advantage of having an author's complete works, and of books which explain works, like the Bible or Shakespeare's plays. Groups of books which taken together will give a person firm grasp of a subject are easily advertised simultaneously. You can sell books by making advertisements little selected reading courses.

Direct work should accompany the newspaper advertising. Postcards in colors are frequently supplied by publishers, and leaflets, folders and catalogues are easily obtainable. Book bulletins such as "The Latest Books" and "The Christmas Bulletin," reasonably priced, can be purchased in quantity for distribution. These bulletins bear the name of the store employing them, or, if the store wishes, a special cover will be prepared. The chances are that an active book department will also want to produce direct material of its own.

Intimacy In Window Displays

Books are individual in their nature and to have them piled in pyramids or columns like so many cans of corn or tomatoes is not the most productive method of encouraging their sale.

Put intimacy into your book windows. Bring the goods close to the glass so that if the book is opened the spectator can read. Show not only the book but try to illustrate its character. Books sell themselves more than any other kind of merchandise. Let the display manager keep this in mind and give the books a chance.

Book displays may consist of a miscellaneous collection, volumes relating to the same topic or a number of copies of the same title.

Publishers favor this last type of display, and are ready to route sets of the original drawings used in books from store to store. Oil paintings, pastels and charcoal drawings by the country's best illustrators are valuable adjuncts to sustaining and increasing interest in the department. If a permanent window can be given to books let it be shallow, well lighted, and finished in neutral tones. The floor should be at about table height.

Maintaining Volume of a Business

Frank Stockdale, Recognized Expert On Merchandising, Tells Toronto Retailers How To Face Present Day Conditions — Tips On Buying, Selling, Advertising And Display Featured — "Let Goods Be Stolen and Sold" He Said.

MANY POINTS of interest to the retail merchant, no matter in what line of business he may be engaged, were brought out by Frank Stockdale, conductor of the Retail Merchants' Institute, Chicago, and formerly chief of the Lecture Bureau of the Associated Advertising Clubs of the World, in addressing the druggists of Ontario in convention in Toronto, but the greatest enthusiasm, perhaps, was occasioned when the speaker dwelt for some time on the advantages of display. A catchphrase that caught the popular fancy was his admonition to "buy in cold blood and sell with enthusiasm." Some retailers, added Mr. Stockdale, got their wires crossed at times. They bought with enthusiasm and sold in cold blood. This policy, he pointed out, could not fail to be disastrous. Mr. Stockdale discussed in detail the subject, "Meeting Present-Day Conditions in Merchandising," his address, which should be read and studied by every man in business today, being in part as follows:



FRANK STOCKDALE

Head of the Retail Merchants' Institute of Chicago, who, in an address before the druggists of Ontario in annual convention in Toronto, discussed merchandising problems of the hour. Mr. Stockdale's address, which can stand close study by every man in business, was that of an expert in close touch with business conditions.

Avoid Jealous Competition

"There is so much legislation being proposed and passed nowadays that it is timely to refer to it in passing. We all know that the man in good health does not appreciate his health. So the merchant does not appreciate his freedom from legislative annoyances until he feels the sting of adverse legislation. In this connection, too, I might say that the most unfortunate thing that can happen to a merchant is for him to get into jealous competition with his opposition. Bitterness in business should not be allowed to exist. Get acquainted with the other fellow and you'll find he's not such a bad fellow, after all. He will also find that you are not such a bad fellow, after all. Think well of the other fellow and let him see it, and there's no doubt but that he'll think well of you. In these times the retailer is losing a good deal of business to department stores. The chain store, too, is taking quite a bit of trade. The chain-store man gets along O. K. and because he is winning out his methods are all wrong. If he were losing out, he and his methods would be all right.

Day of Organized Effort

"This is assuredly the day of organized effort. The man who does not work along organized lines has small chance to succeed. Half the failures in the retail business today would be wiped out if retailers would get into their minds that a surplus in the bank is the greatest bulwark a merchant can have. The same thing applies to the association with a surplus. One idea is sometimes of more value than all the efforts of all men for centuries. Hustle, it must be remembered, is in the head and not in the feet. The man who really outthinks his competitor is the one who is winning out. But organization is needed as a backing. The idea market is the one to go to now when a man is staying in business on his merits. During the war a man stayed in business because he happened to be there. At the present time he is in business because he is a good merchant. Supposing, for a moment, you have merchandise and I have a dollar. I go to you and hand over my dollar for some of your goods. You are glad to hand over some of your goods for my dollar. In the end you have the dollar, but not the goods, while I have the goods, but not the dollar. But supposing you have an idea and I have an idea. We meet. You give me your idea and I give you mine. We each have two ideas where each of us had but one.

"Now, for a brief analysis of the retailer's position: Three things are to be taken into consideration. They are:

"1. Buying.
"2. Selling.
"3. Control.

"The second of these I would subdivide as follows:

"1. Display.
"2. Advertising.
"3. Personal Selling.

"The third I would also put into three classes:

"1. Cash.
"2. Help.
"3. Stock.

Art of Buying And Selling

"Now, it depends on how you do these things how many customers come in and come back. John Wanamaker and Marshall Field still hang on because they have mastered the policy of giving satisfaction. As a rule, customers are not interested in details. You are really compelled to find out what your customer's idea of satisfaction is and then find out how to give this. The average retail merchant is where he is in his business today more because of the bigness of the job, than because of the littleness of the man. It is true that we lack organization in our stores, in our towns, in our provinces, in the Dominion. We must start with organization in the store.

"Now I am almost prepared to wager that many men here today are much better buyers than they are sellers. It is true that some are better sellers than buyers, but very few of us combine these two in a high degree. There are not very many of us who can both buy well and sell well. The average retailer carries just about twice as much stock as he should, to take care of the business he is doing. When he does this he cripples himself, puts shackles on his feet and a load on his shoulders. My advice would be to always buy in cold blood and sell with enthusiasm. Quite often the retailer gets his wires crossed and buys with enthusiasm and sells in cold blood. What the merchant should do is analyze and plan in cold blood. Train yourself to lay out your plans and you will always do it in a cold, calculating manner. Your successful competitors are doing this. The best thing a travelling salesman can do is to get a man buying on a right basis. Such a man will sell the institution behind him.

Cost of Doing Business

"Again, the man who conducts a small store on a big store basis is bucking a game he cannot successfully meet. As for the small man who buys direct, I may say that he will in the end pay the manufacturer a good deal more than he does the wholesaler. Remember, also, that the big money is not made on the things you buy for fifty cents and sell for a dollar. The money is made on the goods you buy for fifty cents and sell for seventy-five cents. The jeweller gets the largest margin of any man in business, but long margins do not necessarily mean long net profits. Now, with regard to the tendency of price decline, it is evident that some have to step backward or step to one side. When wages drop twenty per cent. a man can pay only 80 cents where before he paid a dollar. This is a point to be remembered.

"You are now faced with holding up the volume of your business. What happens when you do not succeed? Suppose $10,000 is the volume of a business. Say the average cost of doing business is 27.6 per cent. If this is the cost of doing business it costs me in dollars $2,760. Divide the cost of doing business by the volume and you get your percentage cost of doing business. Now, this brings the volume of business down to $8,000. How about reducing expenses? There is just one way in which you can cut down on your rent. That is to take your stock to one side and rent the other half of the store to a florist or some other dealer of this kind. But such a plan is not practical for a red-blooded man. Here, too, the question of price enters. Today the customer asks about the price of a thing. It shows we are getting back to normal. Can we reduce selling expenses? We might cut wages like the other fellow, but it is hard to do this in a small organization where personality counts. Cut out your advertising, then. If you do this, though, your volume dwindles because advertising brought some of it. How about getting along with fewer clerks? This is hardly feasible, as people wait just so long in a store and then go away. This would cut in again on the volume. In the face of all this, it looks as though it is quite a man-sized job to cut down that $2,760 without hurting the $8,000. But unless you do something your cost of business is liable to rise to 34.50 per cent. This means that something has to be done.

Perpetual Inventory Proposed

"In the first place, most of us aim for a certain margin and then never check up to see how close we come to it. How many of you do not know at the end of the month just how much money you have made or have not made?"

Here there was what appeared to be a unanimous showing of hands, and J. E. W. Lescours, of Montreal, asked: "How can you know this monthly without taking inventory?"

"The only way," replied Mr. Stockdale, "is to keep perpetual inventory. It is one of the simplest pieces of machinery that can be devised in bookkeeping."

"Is it practical"? asked F. J. Hoag, of Kingston.

"Absolutely and easily attended to," replied Mr. Stockdale, going on to say:

"Those who have a perpetual inventory know just what they have in stock, should there be a fire or anything like that, while the others only guess. A perpetual inventory is as good as an insurance policy. The only thing to watch in keeping records is that you do not pay more for a record than it is worth. Sometimes we find a retailer who is a real bug on system, and he will invariably pay out too much for what he gets.

"I have in mind a retailer who would not handle anything at less than fifty cents. Later on he put in five and ten-cent stuff and he speedily doubled his business. In this connection let me point out that there is a great opportunity for increasing volume in the handling of hair nets. There are numerous other lines, too, which might be pushed to advantage.

"Gimme" Store Described

"Perhaps some of you have heard of the 'Gimme' store. Men who conduct this class of business will stock anything about which people come in and say 'Gimme.' There are some cases where the 'gimme' is so strong and so insistent that the retailer cannot buck it, but he should do all in his power to prevent himself from falling under its spell. One of the first essentials in real selling is assortment. Some small dealers keep stationery hidden away in a case for the man who comes in and says, "Gimme a box of stationery." He does not try to sell this line, but he keeps it hidden away with his money tied up in it until such time as he is asked for it.

"The man whose turnover is increased two and a half times or more reduces his cost of doing business to 25 per cent. The slower the turnover the larger the cost of doing business. The man who doubles his turnover brings his cost of doing business down to 30 per cent. It must always be remembered that things done by halves are never done right. Go back, then, to your stores and figure out what you are doing by halves.

Live Retailer Now A Close Reader of Trade Publication

"How many of you read a trade publication regularly?" asked Mr. Stockdale, and like a flash, all hands shot skywards.

"That's good," said the speaker. "You will get in your trade publication a lot of things you cannot get anywhere else. If followed carefully, a good trade publication should be a decided asset. I want to congratulate you on being such good readers of trade publications."

Fool-Hardy Competition

"There are places where such and such an article is not to be found in the town. One merchant thinks he can create a demand and he stocks this line. His opposition follows suit, and, perhaps, in a short time three men are trying to do business on something in which there is not enough for even one. Now, for the question of display, if you want to learn something about this, go to the Greeks. They pile the stuff so high on the counters that it is hard for them to get at their goods. However, there is a lesson for you in their methods. Arrange your store for the customer. The five and ten-cent stores have shown just what there is in this. Put your goods out. They may get stolen, but they also get sold. Supposing I put my goods out and some one takes five out of every hundred I put out. If I increase my sales a hundred per cent., who is better off? Am I or is the man who does not do this? Put it down that you are going to lose one or one and a half per cent. But don't worry about your losses through stealing. Let your profits be as high as your losses in your mind. If the stuff is stolen you will know that you are displaying the right goods. If the goods stay there until they get soiled, get rid of them at any price, and don't put them out again.

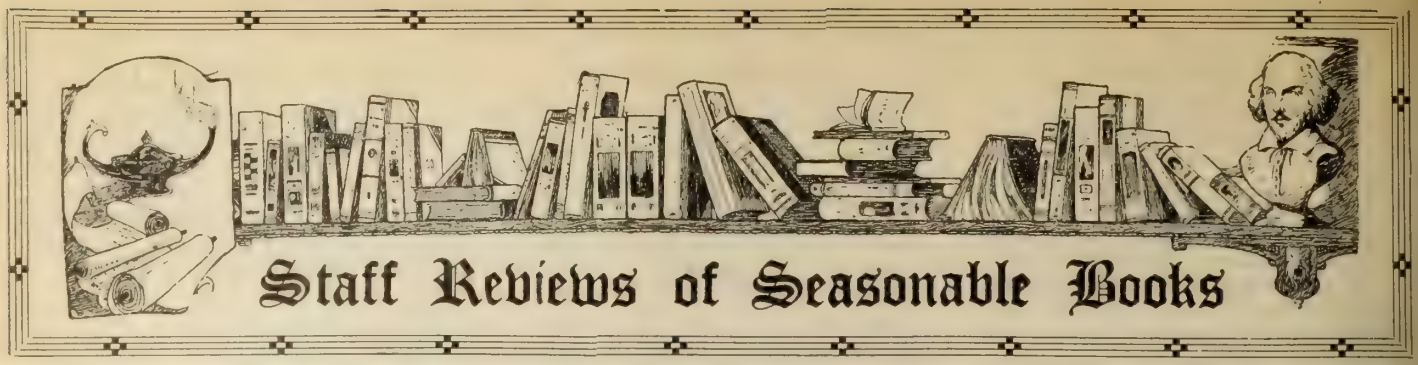
Put Goods Up High

"There are some retailers who do not advertise enough. Printed matter rolled around parcels helps to tell customers about the goods in stock, but advertising and display first help to sell the goods. So in placing goods in the window don't put them where people have to crane their necks to look. Get the goods up. The depth of the window does not cut much ice. The height does. A window trimmed from top to bottom sells goods. And don't forget that goods eat up rent whether they sell or not. The lower you get goods in the window or case the less effect. The upper shelves of a floor case, if well lighted, will sell goods. But they must always be up where they can be seen.

"With regard to nationally-advertised goods we all know that some advertisers take advantage of the retailer. There are some advertised lines I would unhesitatingly put in the 'gimme' class. But in choosing between nationally-advertised and non-advertised lines I should take care to first analyze both carefully."

"What is a safe percentage for the retailer to spend in advertising," asked

(Continued on page 46.)



Staff Reviews of Seasonable Books

STUDYING THE ARMENIANS

Students of World Problems Will Find Much to Interest Them in Recent Publication

The MacMillan Company have just issued a most informative book on "Armenia and the Armenians," the author taking the reader back to earliest times and carrying him through the period of stress, reaching its climax in the Great War. The Armenian people, their customs and religious beliefs are carefully outlined. Of the country's conversion to Christianity the author writes in an interesting manner. The influence of the Crusaders is stressed and an extended account given of the domination of the Persians and the Ottomans. And so through the centuries the history of Armenia is traced in detail until the coming of the Great War when, according to the author, there was carried out "a work of annihilation which beggars description." Kevork Aslan is responsible for this enlightening narrative which has been translated from the French by Pierre Crabites.

THE RETURN OF DODO

E. F. Benson Again Presents a Familiar Character in "Dodo Wonders"

Not content to rest on his oars or be satisfied with the laurels won for him by "Dodo," "Queen Lucia" and "Robin Linnet," E. F. Benson is to the fore again with "Dodo Wonders" (McClelland and Stewart, Price $2).) For the character of Dodo the famous Margot Asquith is supposed to have given the author his idea. At any rate, in "Dodo Wonders" we witness the return of one of the most delightful characters ever created in fiction. Dodo is still the same vivacious and impulsive creature she was when the author first fashioned her; her conversation sparkles more brilliantly than ever and is just as refreshingly inconsequent as when she first captivated the hearts of countless admirers. Whether or not the famous Margot had anything to do with the creation of Dodo it is difficult for the writer to say but certainly the very opening lines of the story would seem to indicate that she had. One can almost picture Margot—judging from her memoirs—in reading: "Dodo was so much interested in what she had herself been saying that having just lit one cigarette she lit another at it and now contemplated the two with a dazed expression." Pre-war days in Merrie England are skilfuly depicted, also the sociability of Briton and Hun. To the reader the awful news of war's outbreak is again broken and the early days of the titanic struggle lived over with wonderful realism once again. The reader is shown in a most entertaining manner the war's effect on the Dodos of England and at the end is left wondering, with Dodo, regarding the permanence of the changes noticeable. "Dodo Wonders" is a war story in some respects but so different from the majority as to be eligible for a place by itself in the sun of post-war literature.

A POST-WAR ADMONITION

Coningsby Dawson Tells of Startling Changes Wrought by the War

In "The Kingdom Around the Corner" (The Copp Clark Company), Coningsby Dawson has given to the world a novel of intense interest, none of which is weakened by the fact that it is a narrative of post-war conditions. Mr. Dawson has as his hero a middle-aged British lord who enlisted for active service in the Great War as a private and returned a second lieutenant to find that his valet who had also joined up with him as a "Tommy" had become a brigadier-General. The quondam valet had also made quite a noticeable impression on the lady who in pre-war days was on intimate terms with His Lordship. Meeting his former master in the presence of the young lady the valet who had become a general kept the knowledge of old relationships to himself. Without making known his past life he succeeded in getting the young lady's consent to become his wife. Later on his deceit rebounded with the result that the engagement was broken off. It is here that the title comes into the tale, both Lord Tabs and General Braithwaite finding their respective kingdoms of fulfilled desires. This story of Lord Tabs' search for his kingdom and how he found it is one of the most delightful that Mr. Dawson has yet written. If interesting novels have morals the point in this is that even when things look blackest there is "somewhere around the corner" the happy land to which all mortals, at some time or other, aspire.

A TREATISE ON PRAYER

"Creative Prayer" Is Rich in Thought, Also Spiritual Stimulus and Suggestion

A successful endeavor to elucidate the meaning and value of prayer as a creative process, whereby the man who prays and his world are made anew, is evident throughout "Creative Prayer," by E. Herman, which has just been published by James Clarke and Company, London. With analytic skill and psychological insight, Mrs. Herman traces in this volume the development of prayer from the first intermittent Godward aspiration to a sustained activity in which the praying soul influences the life of the church and the course of the Kingdom of God upon earth. Undoubtedly "Creative Prayer" should have a strong appeal to ministers and savants who delve into the deeper things of life. The bookseller's presentation of this book in such a manner as to attract the right class of people should bring results as it is rich in thought, spiritual stimulus and suggestion.

THE JAPANESE PROBLEM

Native Scholars Deal At Length With the Situation in California

That the wisest policy for Japan and the United States to follow in the future is not foolishly to sharpen the sword for imaginary race wars, which they designate as absurd, but to devote themselves wisely to learning and appreciating each other's accomplishments and greatness, from which alone true friendship can arise, is the conclusion drawn by T. Iyenaga and Kenoske Sato, of the University of Chicago, in "Japan and the California Problem" (G. P. Putnam's Sons, New York and London). These gentlemen delve deeply into this great question, showing that a settlement can only be brought about by both parties following along certain definite lines. For instance, the Japanese in California are advised to indicate, by practice as well as intention, their willingness to become Americans and to give up Japanese ideals and beliefs which run counter to the American. To America it is made plain that the California Japanese must be treated, not as foreigners or aliens, but as worthy members of the nation. It is evident that this volume is a plea for a better understanding between the two nations.

A PLAY AND SOME POEMS

Theodosia Garrison, David Morton and Michael Strange to the Fore

G. P. Putnam's Sons, New York, are responsible for the publication during the past few weeks of three small books which might well be described as being in the "de luxe class": "As the Larks Rise" by Theodosia Garrison, "Ships in Harbor" by David Morton, and "Clair de Lune" by Michael Strange, priced at $1.75 each. Attractively bound in a smart grey and blue cover with gold lettering, Miss Garrison's book of brilliant poetry would make a splendid gift at this season for a graduate or, as a matter of fact, at any season for any lover of this class of literature. It would make an ideal birthday gift. The same might be said of David Morton's "Ships in Harbor," as, apart altogether from the contents, its blue and gold cover marks it out at once as being in the "gift class." Mr. Morton's poems are soothing and refreshing and have been published in some of the greatest magazines on the continent. "Clair de Lune" is a drama of court life with a touch that is delightfully fantastic. As Edward Sheldon says, the author has created what might be called a new idiom in dramatic writing.

MARSHALL AT HIS BEST.

"The Hall and the Grange," a Story of English Country Life of To-day.

So marked have been the changes wrought by the war in old England that that country now makes a fruitful field for the author in search of color. Stories of English country life are generally good but "The Hall and the Grange" by Archibald Marshall (The Ryerson Press, Price $2) is more interesting than the majority of novels of its class. Hayslope Hall, where guests would be entertained together for weeks, plays a leading part in this most engrossing narrative. With the progress of the war the squire of Hayslope becomes impoverished while a younger brother, living at the adjoining Grange, becomes rich and powerful, is knighted and asked to run for parliament. The feeling of affection is strong between the brothers but trifling misunderstandings bring about an estrangement which involves both families. The big feature of the book is, perhaps, the presentation of characters such as are met with in every-day life. For instance, in one chapter the author sketches the feelings of the youth who takes pleasure in looking forward to the chaffing of his fellows when, as the son of a newly-created peer, he will be dubbed "The Honorable." As a matter of fact, the intimate picture drawn by Mr. Marshall of every character is such as to almost make the reader feel that he is living with, and not merely reading of, the Eldridges. Mr. Marshall writes of the quarrel between the brothers, the reconciliation and the happy outcome of all their troubles with a pen from which the thoughts flow with pleasurable tranquility. He gives his readers a remarkably clear insight into the better side of English life and to read "The Hall and the Grange" is to accept an invitation to visit with him people whom it is an honor to know. This latest work of Mr. Marshall should appeal particularly to those of English descent and also to those anxious to know more of the Motherland.

THE IRISH QUESTION

An Effort Is Made to Stem Campaign of Lies Being Directed Against England

John L. Bennett, 16 Tooks Court, Chancery Lane, London, published on May 2 "The Truth About Ireland," by Junius Junior, this little book being designed to place the truth of the Irish question before the world. It is an argument for England throughout, leading up to the question: "Shall England withdraw her troops from Ireland?" The writer hits right out from the shoulder in handling the question and the conclusion reached is that the sympathy and unstinted support of the British nation should be given to Lloyd George. The laying on of a stern hand on the disturbers is recommended, it being argued that only when this is done will Ireland return to sanity and become a happy, contented and prosperous partner in the great British Empire.

STRINGER IN NEW ROLE

Canadian Author Depicts New York's Bohemia As An Iniquitous Rendezvous.

"The Wine of Life," by Arthur Stringer (McClelland and Stewart, Price $2) is a story vastly different from anything this talented Canadian has ever written. An intensely interesting and well-written narrative is this novel of the darker side of Bohemia which the author has painted with a realistic touch. Throughout the story a spade is called by its true name. In spots, as a matter of fact, the author unhesitatingly speaks of things which, as a rule, are not discussed openly in the best society. Some may find fault with Mr. Stringer for his frankness but sometimes such a stroke means success. This is certainly so in the case of "The Wine of Life." In a word, it is a love story which is different. It deals not with the every-day sedate affection of united neutralities but with the clash of temperaments tragically united. It was while in New York, knocking about in the haunts made familiar to him when he was doing newspaper work in the Metropolis, that Stringer gathered the material and the impressions which he put into "The Wine of Life." Canadians in search of a story suitable for vacation reading will find in Stringer's latest something well worthy of their attention.

A DISCUSSION ON STRIKES.

Author Who Has Never Been An Employer Writes On the High Cost of Strikes

So well acquainted have the Canadian public become of late years with strikers and their methods that many interested in the warfare between Capital and Labor should find much to interest them in "The High Cost of Strikes" (G. P. Putnam's Sons, Price $2.50) by Marshall Olds. This author, with years of experience as a working man, has never been an employer, but in this volume he endeavors to make clear the wasteful absurdity of strikes as a means of securing a just division of the proceeds of production. It is his contention, too, that the practice of adjusting labor troubles by means of strikes is incompatible with national safety. Mr. Olds analyzes the costs to the public and to labor itself of the strike epidemic which followed the war and in a scholarly and convincing manner connects the strikes which have occurred with the high cost of food, clothing, rent, etc. One of the main points brought out is that strikes often cost out of all proportion to their size or the number of workers involved, being costly to the industry involved and the country as a whole and a direct and specific tax upon the average individual.

SHORT STORIES OF QUALITY

"The Golden Windmill" is First of Nine Having More Than Usual Merit

Meritorious in the highest degree—more so, in fact, than the majority of such volumes—are the nine short stories by Stacy Aumonier, which are being published by The MacMillan Company of Canada (Price $2), under the title of "The Golden Windmill." This is also the title of Story Number 1. Rural France, rural England, the humor of the English Tommy and the pathos of childhood are all to the fore in such masterpieces as "The Great Unimpressionable," "A Source of Irritation," "The Little White Frock," "Them Others," "Old Iron," etc. Not in a long time has the editor of "Bookseller and Stationer" read as refreshing and unique a story as "A Source of Irritation," being the narrative of what happened to a matter-of-fact old Englishman who bore a close resemblance to one of Germany's most noted spies. Captured by the Huns, he was condemned to be shot in the hope that the real spy would be given a chance to work out his schemes unhampered. Providence intervened, however, and the old man, falling into British hands, had a difficult task in proving he was not the notorious Hun, whose capture was finally effected by means of information dropped by the old man. There is a vein of rare humor running through the story and it is this, more perhaps than anything else, which makes Mr. Aumonier's stories stand out in the circle of abbreviated fiction as "distinctly different."

ESSAYS AND EXCURSIONS

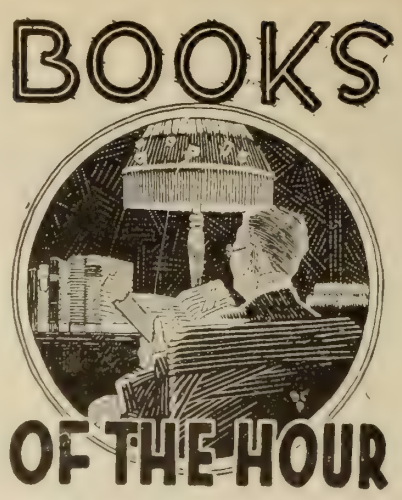
Henry Van Dyke's Latest is "Camp Fires and Guide Posts."

Those who have read or heard of Henry Van Dyke's essays which were published during the past year as a series of monthly papers in Scribner's Magazine will take not a little enjoyment out of his "Camp Fires and Guide Posts," which has just been published by The Copp-Clark Company. To these papers the author has added several what he chooses to term "talks by the camp fire," as well as "four little chapters of remembrance—tributes to four beloved fellow-travellers." Of particular interest to Canadians is his essay on "Christmas Greens," which embodies a remarkably fine letter from a Canadian soldier residing in Mankota, Saskatchewan. This little touch of Canadianism worked in to strengthen the argument that not even the war has spoiled Christmas, makes a sort of "homey" interlude. There is a strain of mellowed philosophy running through this book which makes its reading a pleasure more lasting than such things usually are.

ADVENTURE AND MYSTERY

"Timber Wolves," With All the Thrills of Modern Melodrama, Is a Winner

When mystery and adventure go hand in hand as in "Timber Wolves" (The MacMillan Company, Price $2.25), it can always be taken for granted that a real thriller of a story has been achieved. Bernard Cronin's latest is a book of this kind. Certainly it is one of the best books of its kind that has been published this season. Tasmania has been chosen as the scene of the story and the characters are largely drawn from the rugged and elemental types who work in the timber lands of that remote island. But there is nothing "rough and ready" about Mr. Cronin's work. Melodrama there is a-plenty but not the crude melodrama so common in the cheaper novels. The melodrama in "Timber Wolves" is the melodrama of the artist. Only a master writer could produce the effect secured in "Timber Wolves" in the high-class manner evident throughout the book. In Tasmania young Heritage finds a timber trust operating illegally and tyranically against the independent timber operators. He gets into the fight, partly for love of the daughter of one of the "independents" and from the first chapter to the last events move quickly. So well has the author conceived and executed his plot that it requires real willl power for the reader to lay down the book once he gets into the story. Men who know the back woods will admit that the characters are true to type while connoisseurs of cracking good stories will find no difficulty in agreeing as to the excellence of "Timber Wolves."



STORIES OF PLAIN PEOPLE

Christopher Morley Shows Master Hand in "Tales From a Roll Top Desk."

A rare collection of stories is Christopher Morley's latest book entitled "Tales From a Roll Top Desk" (S. B. Gundy, Price $1.75), but what a collection! Mr. Morley writes of men whom he has met. Publishers, booksellers, magazine editors, newspaper men, theatrical producers, commuters and poets of all kinds and descriptions are embodied in his characters. In every one of the eleven stories in the book the Morley humor stands out conspicuously. The author shows by his handling of his characters that he is writing of real flesh-and-blood men and women. For example, in "The Prize Package" Mr. Morley tells of a young Oxford man with a passion for the very highest in literature who secures an editorial position at fifteen dollars a week in a New York publishing house. With one of the stenographers he becomes somewhat intimate and together, it would seem, they scoff at the inartistic and matter-of-fact head of the firm. The latter, finding out that his Oxford man can write poetry, gets him to pen some love verses which are supposed to be the publisher's own. At last after a lengthy poetic bombardment he learns the truth. He has been supplying his employer with ammunition with which to woo the stenographer upon whom he, too, has set his heart. And—horror of horrors—a vow of secrecy forbids him to disclose the truth. In his final sonnet he secretes a boomerang which is to recoil upon the supposed writer. With joy in his heart he seeks the angel of the office. Her desk is empty. She has married the boss. "The Prize Package" is a story filled with chuckles and every one of the ten other stories in "Tales From a Roll Top Desk" is a prize package. To read one is to want to read them all. The opening story is just an appetizer for the remainder of the collection. Every character sketched is just such a person as is encountered every day.

MYERS' "MIND AND WORK"

A Presentation of the Psychological Factors in Industry and Commerce

"Mind and Work" by Charles S. Myers, director of the Psychological Laboratory in Cambridge University, is one of the latest publications of Putnam's Sons, New York and London. In the words of the author, the book may be regarded as an expansion of part of his "Present-day Applications of Psychology," the fourth edition of which is now out of print. It contains the substance of various lectures and addresses which Dr. Myers has given during the past two years on the relation of psychology to the well-being and efficiency of industrial and commercial workers. The author shows in a masterly manner that the physiological factors involved in purely muscular fatigue are now fast becoming negligible as compared with the effects of mental and nervous fatigue, monotony, want of interest, suspicion, hostility, etc. With this belief as premises Dr. Myers endeavors in "Mind and Matter" to show the importance of psychology in the studies of movement, fatigue, selection, incentives and industrial unrest. There is much food for thought in this book for those who are interested in present-day conditions, the reason for their existence and their remedy.

BOOTH TARKINGTON AGAIN

"Alice Adams" Is a Story of An Attempt to "Keep Up With the Joneses."

Through the popular magazines Booth Tarkington is, perhaps, known best by his character interpretations of juveniles such as "Penrod" and "Sam," but in "Alice Adams" (S. B. Gundy, Price $1.75) older persons are sketched. Alice Adams is a girl of about twenty. The daughter of respectable but struggling parents, she shared with her ambitious mother a craving to get into society. In the attempt her father is persuaded by his wife to take advantage of a formula for the manufacture of glue which he had worked out for his employer in the latter's time. After much nagging he starts a glue factory which becomes a casualty before the guns of his former master. This misfortune was a sad setback to the aspirations of the Adams family. Looking on Alice's father as somewhat of a crook the young man in the case ceased his attentions to the central figure of the narrative and the latter, relinquishing her ambition to 'keep up with the Joneses,' goes in for a business career. Alice Adams is depicted as a model of young American womanhood worthy of a leading position in society but lacking the fine house, extensive wardrobe and other things considered essential to social success. The Adams' attempt to "catch up" socially and financially provide the foundation for a story which lags never for a moment in the telling.



Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

BLACK'S NEW NOVEL

In Alexander Black's new novel, "The Seventh Angel," which the Mussons have just brought out in Canada, are many short passages to which reviewers have devoted especial attention.

STORY OF THE EAST

A series of remarkable pictures of night life behind the veil of Eastern places will be published very shortly by Stanley Paul & Company, under the title, "Haunts of the Gay East," by Sydney A. Moseley, author of that powerful exposure of vice in the Metropolis, "The Night Haunts of London." Mr. Moseley —"the journalist who dared tell the truth"—writes in a fresh and fearless manner of his remarkable adventures in the East, and his intimate descriptions of life in such gay centers as Budapest, Constantinople and Cairo bear the imprint of truth while avoiding sensationalism.

AWARDED PULITZER PRIZE

It must have been pleasant news to Admiral Sims, the great American sailor, to learn during his visit to England that the Pulitzer prize of £250 for the best book of the year on American history, has been awarded to his work, "Victory at Sea," which Mr. Murray published.

AN IMPORTANT WORK

Another book of outstanding importance which has just been issued by Messrs. Williams & Norgate, the publishers of Sir William Orpen's "An Onlooker in France," is "The Teaching of the New Testament on Divorce" by the Venerable Dr. R. H. Charles, Archdeacon of Westminster.

LAUGHTER BEHIND BARS

Eva Lewis, famed throughout the West as "the girl bandit," now in the penitentiary serving a term for highway robbery, wrote to Caroline Lockhart thanking her for a copy of "The Dude Wrangler," her new novel which Doubleday, Page & Company have just published. "I thought I had forgotten how even to smile but I surprised myself and the twenty-nine other 'ladies of sorrow' —by laughing aloud many many times, breaking a rule in so doing."

STORY FOR CANADIANS

The Mussons are announcing a fall book by Hopkins Moorhouse, an author of the modern Canadian group, justly famous in all parts of the country. His last book, "Everyman For Himself," was a rollicking novel of adventure and suspense. This last publication promises to be a mystery story "of a new kind." This smacks of something unlooked for, but in any event good mystery stories by Canadians are all too few, and book circles are awaiting the appearance of this one with interest.

RUNNING IN SERIAL FORM

"Jackie" Is Central Figure of One of the Season's Finest Romances

Just at the present time there is a big demand for "Jackie," by the Countess Barcynska (Thomas Allen, Toronto, Price $2), this demand being undoubtedly due in part to the fact that the story is running in serial form in The Toronto Star Weekly. It is a story which booksellers may sell readily to all classes, for perusal by either man or woman. "Jackie" is a waif of fortune who begins life as a street dancer, her winning personality and remarkable talents carrying her rapidly forward until the hurdy-gurdy is left behind and fame behind the footlights beckons. Through the instrumentality of a wealthy American her ambition to be a dancer of world renown is realized and in her ascent up the ladder of fame she is taken with a little hunchback to whom she appears as somewhat of a goddess. Finally a villainous theatrical man who has designs upon "Jackie" is stabbed. The "hunchie" dreamed the stabbing incident and felt sure that his own hand had held the knife. The victim felt sure that "Jackie" was his intended slayer. This, he felt, gave him a hold on the dancer who promised to marry him in order to save her hunchback friend. Believing "Jackie" faithless, her real lover—the American who had befriended her in the first place—departed on a cruise that was to bring forgetfulness. While in New York he learned that the famous danseuse had been a victim of circumstance. Reconciliation speedily followed but not before the authoress had produced a joyous and charming tale of a true love the course of which was anything but smooth.

LISTS OF SCHOOL BOOKS

The MacMillan Company of Canada have sent to dealers in Western Canada the lists of public and high school books authorized by the Departments of Education for the different provinces. Important items on the list are the Canadian Scholar's Dictionary, set of beginner's mathematical instruments, and Canada's song book, a compilation of national songs for Canadians.

BOY! PAGE O. HENRY

O. Henry's publishers, Doubleday, Page & Company, recently received a letter addressed in their care to Mr. Henry. The mail room of the organization forwarded it to their salesman of that name who was then on the Pacific Coast, who read the letter and returned it to the company. The publishers are unable to forward the letter, as, since his death some ten years ago, they have had no communication with O. Henry.

SEA BUILDS CHARACTER

Character and the perception of it are nurtured by the sea, says William McFee in the preface to "An Ocean Tramp," which Doubleday, Page & Company have just published.

MOVE TO CROYDON

Messrs. Harper Woodhead & Company, English manufacturers of high-class stationery and leather goods, have removed their factory to Selsdon Road Works, Croydon. They will shortly be opening show rooms in the center of London for the convenience of Canadian and other buyers.

PROMISED FOR AUTUMN
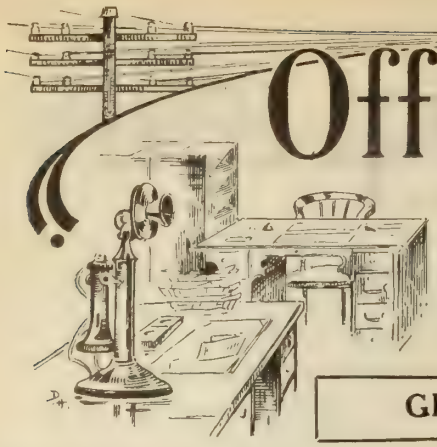
"The Black Circle," by Cuthbert Edward Baines will be published by Messrs. Hodder & Stoughton in the Autumn.

NEW NOVEL PROMISED

Miss E. Everett-Green's new novel, "Miss Ann Thrope," will be published at an early date by Stanley Paul & Company.

A THRILLING ROMANCE

Mr. Murray is about to publish a volume of short stories, "The Romance of His Life," by Miss Cholmondeley, which tells tales that amuse and thrill.



Office Equipment and Business Systems

GETTING RID OF BUSINESS STATIONERY

"BUSINESS stationery and office supplies are so essentially a part of the stationer's stock that it may seem rather trite to choose these lines as the subject of an article," writes Ethel Tanker in "Walden's Stationer and Printer," who goes on to say:

Yet, in my observations of many stationery stores, I have been very much impressed by the lack of publicity covering this all-important angle of the business. Here lies a wonderfully fertile field, waiting to be cultivated, and the stationer is the one to do it.

Your Letterhead Is Your Personal Advertisement

This is the thought that was featured in the advertising and window displays of one large Pennsylvania stationery establishment, which also has a large printing and engraving department. "Your Letterhead Is Your Personal Advertisement"—a moment's consideration will show how true this is. How many letters do you suppose leave every city in the country every single day, every hour? And in many thousands of cases the correspondence is between men and women who will never meet. These communications are bound to create impressions, favorable or unfavorable, and upon what will opinions be based? The quality of the paper and the style of the letterhead will play a big part.

A Unique Window Display

The concern I have mentioned above enjoyed an unprecedented amount of business following a unique window display featuring papers and printed and die-stamped letterheads, as well as bill heads, receipt forms and other commercial stationery. Single specimens of each line in the company's stock were posted on easels, so that they stood upright. The easels were neatly arranged in rows, almost like a miniature "army," the larger sheets being at the back of the window, thus enabling the observer to see, without any difficulty, all there was to be seen. Neatly lettered cards referred to the various "stocks" and forms by name. Another card of larger size, at the left of the window, read, "Your Letterhead Is Your Personal Advertisement." Above this display a toy aeroplane was suspended, in which sat a tiny kewpie doll, wearing the goggles which bespeak the aviator. The kewpie was ostensibly gazing down at the splendid layout below. A card attached to the machine said, "A Bird's Eye View."

Appeals To Business Men.

A very effective counter card was utilized at the same time. On a large sheet of bristol board were mounted, side by side, two letters directed to a fictitious company, offering estimates for certain work to be done. The wording of the two communications was identical. One, however, was written on a high-grade bond paper, with a head of neat design, while the other was written on a poor paper, unattractively printed. The sheets had been creased in order to give the impression of having travelled in envelopes. The high-grade paper, of course, retained its crispness and looked fresh and white, whereas the other was soiled and rough on the folds, and presented a poor appearance generally. Above the letters was printed in India ink, "Who'll get the order?"

A "Housecleaning Sale"

Another stationer, also of Pennsylvania, found himself with a large quantity of surplus stock on his hands, and cast about for an outlet. His solution was a "Housecleaning Sale."

At the right of his window he placed a broom, dustpan and brush, while to the left rose a mound composed of packages of bond paper, envelopes and yellow duplicate paper. A large placard announced "We're housecleaning. Come in and look us over." During the sale a ream of the yellow paper for duplicate copies was presented, without charge, to every purchaser of a ream of the bond paper. This progressive stationer also had pencils stamped with his name and address and presented them to purchasers of stenographic note books. A pile of "complimentary" blotters, also printed with his name and address, always occupies a prominent place on his counter.

"Speed Test" Effective

A "speed test" brought another stationer prominently into the limelight, where he has remained ever since. Mr. A., the gentleman in question, conceived the idea of a competitive examination to ascertain the speediest (typographically speaking, of course), member of Clearfield society. When he explained his object to a large typewriter agency in the city, they were only too glad to co-operate by lending four machines, inasmuch as they, too, would share in the ultimate benefits. Through the local newspapers, the contest was announced for a Saturday afternoon, to take place in the town hall. Invitations to attend were sent to business organizations throughout the city, and the competition was open to anyone who wished to participate. On the afternoon of the event the hall was crowded and twenty-two girls took the test, which consisted of typewriting at breakneck speed for a period of ten minutes. The copy was editorial matter clipped from the newspaper. After each girl had done her bit, the papers were turned over to a board of judges, who counted the words and deducted five for each typographical error. The young woman having the largest net total was proclaimed "Champion Alphabet Pusher" and presented with a beautiful silver loving cup. As a souvenir of the occasion each of the participants in the contest was presented with a small silver pencil, while blotters, stamped pencils, scratch pads, calendars and those clever little arrangements composed of a round eraser on one end and a broom to sweep away the "debris" on the other, were distributed liberally among the audience.

The whole affair created so much comment, verbally, among the populace, and editorially in the newspapers, that Mr. A. felt his time and money had been well spent.

MAINTAINING THE VOLUME

(Continued from page 41.)

W. M. Maltby, president of the St. Clair Avenue Business Men's Association, Toronto.

"I should say about two per cent. of sales, if done wisely," replied Mr. Stockdale, adding: "The average retailer can spend wisely about two per cent. of his sales. If he lifts his volume ten per cent. he's ahead of the game."

Greater Demand for Books Noticed

Returns From Public Libraries Throughout Canada Show That Bookseller's Chances for Increasing His Revenue Are Better This Year Than Ever — Western Librarian's Explanation is That People Are Just Getting Back Into Their Old Reading Habits

ANY figures having a bearing on the book-reading propensities of the general public should be of interest to the man who sells books. This being the case, the Canadian dealer will be interested in learning that the country's army of book readers seems to be increasing steadily; it might almost be said "by leaps and bounds."

In the May issue of Bookseller and Stationer mention was made of the fact that Chief Librarian George H. Locke, of Toronto, Ont., had reported a great increase in the number of books borrowed from the city libraries during March. There was, as a matter of fact, a straight increase of 30,855 over the same month last year. For the first three months of the year 109,749 more issues were made than in the same period of 1920.

More Business For Bookseller

Certainly these figures show that the people are greater readers than ever or that there are more people reading. The conclusion, therefore, would be that the bookseller has a better chance today to sell his wares than he has had in former years.

As if to clinch the argument, now comes Calgary, Alta., with the boast that for the first time in the history of the Calgary Public Library the monthly circulation passed the 30,000 mark by 695 books. This monthly circulation has never been equalled before, and it is due to several probable causes, says Librarian Alexander Calhoun, who believes that the resumption of ordinary life after the war is the main reason for such renewed habits of reading on the part of people in all walks of life.

It seems to be a psychological fact, he says, that people are only just now getting back into their old reading habits, and the average mind is becoming more enquiring after the long period of self-imposed mental suppression during the war. Then, too, many intellectual ladies who took up war work are just now becoming wholly freed of these cares, and adding to these are the great horde of returned soldiers who are just beginning to feel the vacant spots in their mental life caused by their lost habit of substantial reading.

Same Thing in Ontario

And if still further evidence were needed to convince the bookseller that he has the business "right in his mitt," the latest report on the Owen Sound, Ont., Public Library would supply it. Here the librarian showed for March an increase over the circulation of March, 1920, of 1,440 books. The following table will give an idea as to the class of books read and some other points which should appeal to the bookseller:

Books Issued	Adults	Juvenile
Philology	1	
Religion	13	16
Sociology	11	144
Science	31	212
Useful Arts	28	14
Fine Arts	17	11
Literature	51	15
History	83	22
Travel	35	69
Biography	34	27
Magazines	118	5
Fiction	3297	1067
Totals	3731	1603

Increase in circulation over March, 1920—1442 books.

Here is still further ground for the argument that book fans are on the increase:

During April there were 175,937 books taken out of the public libraries of Toronto, the largest total for a single month on record, says Chief Librarian George Locke, and an increase over April, 1920, of 35,000. Books taken out by boys and girls numbered 45,153, which Mr. Locke considers phenomenal, adding that the total would have been even larger but for the fact that the children had to be turned away from the College Street Library for lack of room.

In seven of the libraries the circulation exceeded 10,000 for the month, and in two, the College Street and Reference Libraries, exceeded 20,000.

Censor for Literature Suggested

While on the subject of books and libraries, mention might be made in passing of a little literary flare-up that enlivened a ratepayers' meeting in Toronto during the month.

"There is nothing so destructive to our civilization today as the trashy literature we are getting. Our libraries are not supplying the right kind of books. Ninety per cent. of the books taken out of our public libraries today are fiction. Instead of the deeper literature our libraries are supplying froth. The current monthly magazines are given more attention than the standard literature," said Ald. Fred Baker, to the Ward Eight Ratepayers' Association, of Toronto, when a motion arose to put the ban on all the Hearst publications coming into Canada.

The range of discussion ran the gamut from banning Hearst publications to banning all publications, foreign and native, which did not measure up to the patriotic or moral standard required. The finish saw a resolution passed asking that Toronto have a censor of literature, with power to ban any publication not meeting the requirements from being circulated in the city.

Goes Deeply into Literature

In speaking on the question Ald. Baker went deeply into the literature of the day, as did also the other speakers. Ald. Baker thought that the youth of the city were being served with pernicious literature on all sides, and also said that the public libraries were helping to degrade the public taste by serving out the latest sensational fiction, which was skimmed through, while the classics were allowed to fall into disuse.

"What we want to do is to clean up the news stands," said R. M. Jones. "There is more filthy literature and suggestive literature under the guise of 'snappy stories,' 'detective magazines' and others being sold to our young people than we ought to allow. This literature is an incentive to crime."

Think Restraint Necessary

A few of the members thought that the literature of the city could well be left to the sound judgment of the citizens, but President A. L. Fleming contended that restraint was necessary in some matters and that this was one.

In this he was backed up by Ald. Baker, who told the members that any civilization which would last must have a balance wheel or it must disintegrate, and that literature was one thing needing this restraint at present.

OF VALUE TO STUDENTS

New "Romeo and Juliet" and "Cicero Somnium Scipionis" on Market

The University Tutorial Press, Burlington House, Cambridge, have just sent out small, neatly-bound copies of "Cicero Somnium Scipionis" and "Romeo and Juliet," the latter containing a good sketch of the life and works of Shakespeare, a masterly review of the play itself, complete thumb-nail portraits of each principal and most helpful notes of every phase of the old masterpiece. It is a book that should appeal to the student seeking a sort of "key" to Shakespeare. Cicero's "Dream of Scipio" has been prescribed for the London University Intermediate Arts Examination for the first time, at least within the memory of the present generation. The edition has been specially prepared for the occasion and is reputed to be the only annotated edition now on the English market. The notes deal to some extent with language but mostly with subject matter.

New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

McCLELLAND & STEWART

Fiction

"Fear," Patrick MacGill; "Hidden Fires," Mrs. Patrick MacGill; "Lady Trent's Daughter," Isabel C. Clarke; "The Profiteers," E. Phillips Oppenheim; "The Little Red Foot," Robert W. Chambers; "Stash of the Marsh Country," Harold Waldo; "The Education of Eric Lane," Stephen McKenna; "Winnie O'Wynn and the Wolves," Bertram Atkey; "Almond-Blossom," Olive Wadsley; "The Wolves of God and Other Fey Stories," Algernon Blackwood and Wilfred Wilson.

Non-Fiction

"With the Battle Cruisers," Filson Young; "Letters to Isabel," Lord Shaw of Dunfermline; "The Imperial Commonwealth," A. P. Poley; "Telling Fortunes by Cards," Cicely Kent's Great Method Explained; "The Gipsy Queen Dream Book and Fortune Teller," "Fortune Telling by Tea Leaves," Cicely Kent's Method Explained.

COPP CLARK COMPANY

Fiction

"Pawned," Frank L. Packard, cloth, $2; "Rogues and Company," Ida A. R. Wylie, cloth, $2.

GEORGE J. McLEOD

Fiction

"The Guns of the Gods," Talbot Mundy, cloth, $2; "Galusha, the Magnificent," Joseph C. Lincoln, cloth, $2; "A Thing Apart," Lucy Stone Terrill, cloth, $2; "Trying It On the Dog," Maurice Switzer, cloth, $2.

RYERSON PRESS

Fiction

"Far To Seek," Maud Diver, $2; "Coquette," F. Swinnerton, $2; "House in Queen Anne Square," W. D. Lyell, $2; "Howard's End," E. M. Forster, $2.50; "Youth and the Bright Medusa," Willa Cather, $2.50.

Fiction

"Great Men and Great Days," Lauzanne, $3; "Grim—The Story of a Pike," S. Fleuran, $2; "The Theatre, The Drama and The Girls," G. J. Nathan, $2.50; "The Green Goddess," William Archer, $2; "In America," J. V. A. Weaver, $1.50; "This Simian," C. Day, $1.50; "At the Supreme War Council," Peter E. Wright, $1.75.

THE MACMILLAN COMPANY OF CANADA

Fiction

"Terry," C. G. Thomson, $2.25; "Timber Wolves," B. Cronin, $2.25; "In His Own Image," M. Briarly, $2.50.

Non-Fiction

"English Reading for Commercial Classes," C. A. Herrick, $1.55; "The Project Method of Teaching," J. A. Stevenson, $2; "The Control of Sex Infections," J. B. Clark, $1.50; "Tuberculosis in Children," Prof. H. Much, $3.25; "Dermatology," W. J. Highman, $7.50; "The Voice of Jerusalem," I. Zangwill, $4.25; "Cocoa," Peeps Series, $1; "Synopsis of Medicine," H. L. Tidy, $6.50; "The Salvaging of Civilization," H. G. Wells, $2.75; "Thought Relics," R. Tagore, $2.25; "School Architecture," John J. Donovan, $25.

MUSSON BOOK COMPANY

Fiction

"The Seventh Angel," Alexander Black, cloth, $2; "The Foolish Matrons," Donn Byrne, cloth, $2; "The Madonna of the Hills," A. G. Empey, cloth, $2; "Beauty," Rupert Hughes, cloth, $2; "Star Dust," Fannie Hurst, cloth, $2; "Scattergood Baines," C. B. Kelland, cloth, $2; "The Silver Sixpence," Ruth Sawyer, cloth, $2.

Non-Fiction

"Evangeline," tourists' edition, paper, 50 cents; "The People of Mexico," Wallace Thompson, cloth, $2.75; "Appleton's Road Guides of Eastern and Western Ontario," new revised edition, paper, 50 cents each; "Europe's Morning After," Kenneth L. Roberts, cloth, $3.50; "The Secret Springs," Harvey O'Higgins, cloth, $2.25; "Practical Illustration," John D. Whiting, cloth, $3.50; "The Ways of the Circus," George Conklin, cloth, $2.50; "Effective Prayer," Russell H. Conwell, cloth, $1.75; "Why Die So Young?" Dr. John B. Huber, cloth, $2.25; "First Aid to the Car, or Highway Hints and Helps," H. W. Slauson, cloth, $1.75.

REVISED ROAD GUIDES

An interesting innovation in motor road maps appears in a new revised edition for 1921 of maps that have been standard for a good many years. So far, these are the only road maps placed on the market which seem to give the consultant every type of information on every kind of road, including everything from post-offices to railroad crossings. Perhaps the most telling feature consists in the presence of this mass of detail in black as set off from and in no way conflicting with the rest of each map in red. These red sections are outlines of all main travelled roads ar secondary roads, with cities and resorts clearly printed and marked.

These maps are accurate and recommended to all tourists, commercial travellers or others making use of the provincial highways for pleasure or business purposes.

The western Ontario map covers the entire western portion of Ontario between Windsor, Sarnia and Owen Sound, east to Oshawa and Coboconk.

NEW CASH REGISTER

Announcement has been made by the National Cash Register Company that a new cash register designed to fill a long-felt want of thousands of merchants has been placed on the market. The new machine, which is called the Class 1100, is a low-priced, high-grade register that issues a receipt with every transaction.

The new register is built in several different models, adapted for use in varied lines of business. At each operation of the register, a receipt is printed and issued. This receipt shows the merchant's name and address, the amount and number of the transaction, and the date. The receipt is plainly printed and is a splendid advertisement for the merchant and his business. It assures a square deal to everyone concerned in all transactions.

The receipt guarantees an accurate printed record of every transaction between clerk and customer.

Another feature of the receipt is that it prevents the return of goods purchased at other stores. The sale number enables the merchant to tell at about what time the transaction was made. The receipt is also a great protection when children or servants come to the store to make purchases.

The new register has other valuable features that are to be found in all high-grade cash registers. When money is registered on the Class 1100 machine, the amount is immediately shown on the indication at the top of the register. A bell also rings each time the register is operated. These two features give publicity to every transaction, enforce records, and remove temptation by making everyone in sight of the register an inspector of the sale. At the same time the register prints on a paper roll, called the detail-strip, a permanent record of every sale in the order in which it occurs. This gives the merchant a history of the day's business—a permanent record of everything that happens in his store. Adding wheels within the register show the amount of money that has been taken in. These figures are under lock and key, available only to the proprietor, and can be reset at the end of the day, week, or month, as the merchant desires. Key arrangements of the machines vary to suit the needs of different lines of business. The number of "No Sales," "Paid Out," "Charges" and "Received On Account" transactions are recorded, together with the total number of all transactions made.

NEW WATTS' VOLUMES

Messrs. Watts, London, published recently two further volumes of their "Life-Stories of Famous Men" series—one on Charles Darwin, by Dr. Leonard Huxley; the other on Robert Green Ingersoll, by Charles T. Gorham.

Weldon Roberts
rubber erasers

As a feature eraser there is none quite so trade-compelling as our famous
399 Tri-ply Eraser

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Earn Money for Dealer and Reader

In these days of reconstruction, Mr. Barber's books show ambitious persons the way, in a practical manner, to wealth creation and money making. The books are:—

"Making Money Make Money"
"Investing for Profits"
"Story of the Automobile"

"Making Money Make Money" is a primer of investing to the best advantage. Now in its 12th edition and selling faster than ever.

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"Story of the Automobile" gives the history of the development of the automobile during a period of 150 years, and analyzes the automobile industry as a business and an investment field.

These books are of priceless value to investors, securities dealers and securities salesmen.

Bound uniformly in cloth, stamped in gold. Large type, good paper, 8vo., 250 to 315 pages. Price should now be $3 a copy, but it is **$2 a copy.**

For sale by leading booksellers. Canadian trade supplied by F. D. Goodchild Co., (Distributors), 266 King St., W., Toronto, Ont., Can. United States trade supplied by A. C. McClurg & Co., Chicago; Baker & Taylor Co., New York, and other leading jobbers. Sent prepaid on receipt of price, $2 a copy, by the publishers.

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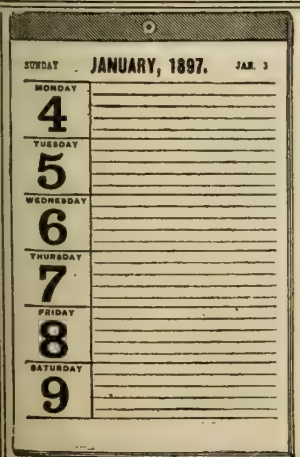
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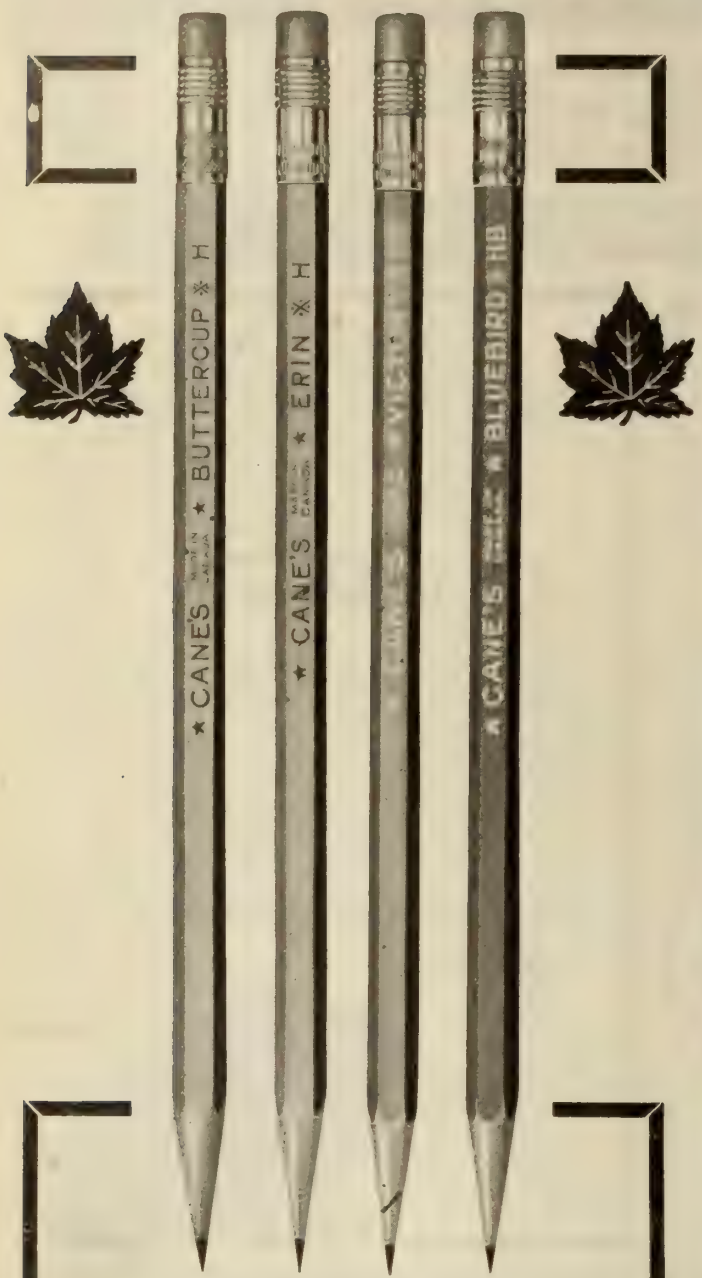
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CALENDAR PADS

FOR 1922

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"Made-in-Canada" PENCILS

Because the quality is just as good as imported brands and because we can quote you much lower prices (No Duty and No Exchange)—these are the two big reasons why you can make more money by selling CANE'S PENCILS.

Your jobber will quote you prices. Ask him about CANE'S PENCILS the next time you write or, better still, sit right down now and write a special letter about it. At the same time drop us a line and we will forward samples direct.

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NEW MARKET, CANADA

Manufacturers of Lead Pencils in Canada Completely.



THE *point* OF A FOUNTAIN PEN

is to have it well inked

Make friends of your customers by selling them the best fountain pens.

Keep them friends because they bought the pens filled with the right ink—ink that writes so well that they insist on

CARTER'S

FOUNTAIN PEN INK

Made in Canada

It flows as freely as it sells, writes clearly, and dries a permanent, lasting black that makes friends.

Do you know how many other quality products Carter makes?

CARTER INK PRODUCTS

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Manufacturing Chemists

MOUNT ROYAL AVENUE AND DROLET STREET

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The Most Helpful Equipment In Business

To-day modern business is transacted with the aid of numerous equipment, counters, display windows and cash registers.

We can hardly get along without them — each has its saving in speeding up of daily sales, and yearly turnovers.

But now you add to other equipment, perhaps the most important of all:—BOOKSELLER AND STATIONER is the equipment for sending you new business ideas.

Properly applied ideas increase the hum of the adding machine. Business ideas quicken the ring of the cash register. Business ideas speed up sales and increase turnover. The ideas you will secure from BOOKSELLER AND STATIONER cover practically every one of your important business problems.

Ideas on selling, advertising, managing, financing, buying. Ideas on credits, collections, letter-writing, training salesmen, personal efficiency. Ideas on stock keeping, inventory, accounting, records, and a hundred and one other business suggestions and methods.

Surely from such a productive source of ideas there will come many ideas of real dollar and cents value to you.

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The "Gold Medal" line is known as the very best in crayons—highest in quality as to product—colors most attractive—assortments that appeal to the buyer — conveniently packed—and so on, through the many details that have placed this line in its present position of vantage.

Good business judgment will prompt complete stocking of "Gold Medal" Crayons because of the many profitable avenues afforded for sales. We will gladly furnish suggestions for increasing your sales of these goods.

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THE

"LITTLE MAJOR" LABELING CLIP

Makes Records Immediately Available

ONCE The "Little Major" Labeling Clip is inserted it cannot be removed without opening the binder. Think of the permanency and safety of such a condition in the storage of important records.

Each clip is made of cold rolled steel with a high nickel finish. It is perforated through the flanges on either side and projecting burrs prevent the possibility of the clips falling out or pulling out accidentally after they have been inserted between the leaves.

When you make a label for a binder and stick it in its proper place it stays put.

The old method of pasting gummed slips on the backs of binders, with the consequent danger of their falling off, is entirely eliminated in the use of The "Little Major" Labeling Clip.

Some folks have tried stenciling the backs of their binders with ink. This is a messy performance and besides such a practice frequently ruins good records through the spreading of the ink and its absorption by the porous leaves. Others go to the needless expense of having special backs made for the purpose of readily identifying a binder. Show the "Little Major" to any of your customers who have experienced the above, and they will gladly purchase a supply.

Your sales will jump forward instantly if you demonstrate the practicability and economy of the "Little Major," furthermore you will increase your profits quickly if you get behind this greatest loose leaf specialty ever offered to the stationer.

This is not a seasonable specialty, but one which sells all the year round allowing you rapid stock turnover with resultant increased profit. Their usefulness is at once apparent, and your customers will really thank you for handling the "Little Major" Labeling Clip.

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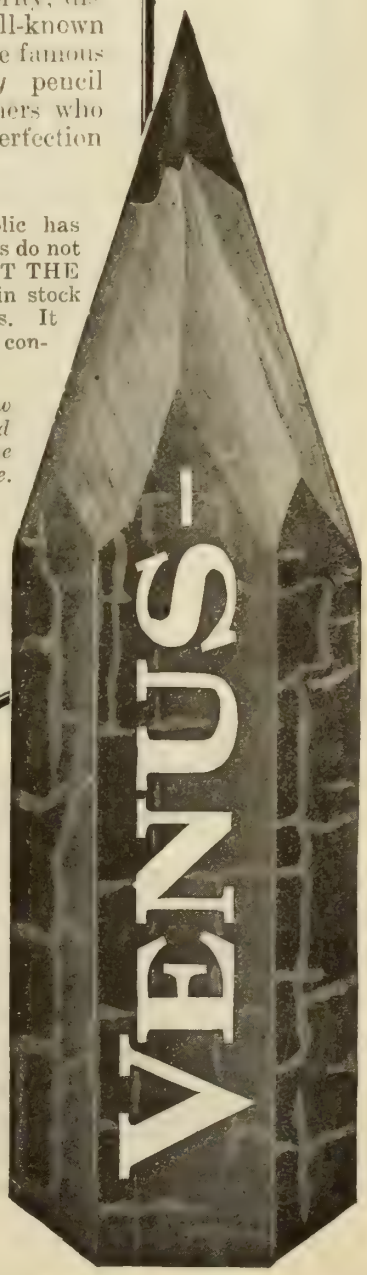
17 Black---3 Copying Degrees

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The pencil-using public has learned that substitutes do not satisfy—THEY WANT THE "VENUS." Keep it in stock for them, in all degrees. It means good business, constant repeats, profits.

Send in your order now for VENUS pencils and Erasers. Complete stocks are an advantage.

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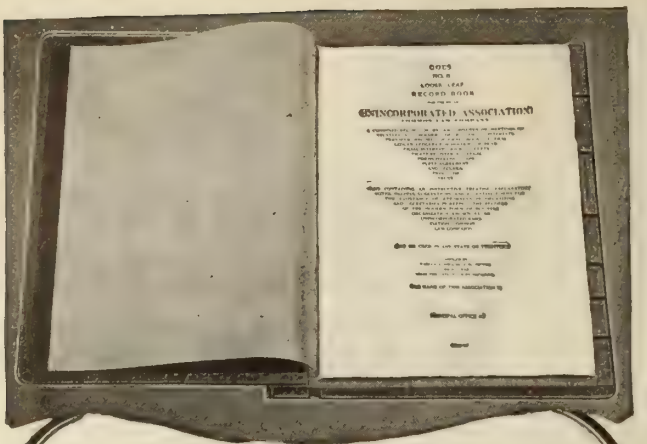


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Live stationers are stocking the "Colonel" Erasers because they can be offered with every confidence as to the reliability of the Rubber and its effective erasive quality.

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THESE ARE MOST SYMPATHETIC IN ACTION

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"COLONEL" TYPEWRITER ERASERS ARE UNEQUALLED IN QUALITY.



BEVEL INK AND PENCIL ERASERS.
Made in three sizes and most convenient for office use.

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Know the twelve most popular fits its needs so fully. Then tell pens in the world and why each it to your customer. Speak of them by name and number and sell them by the box.

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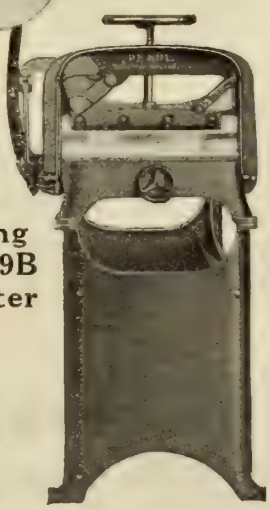
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To cut paper in quantity, you should employ the Pearl Cutter. It cuts 2 inches of stock at one operation. This means that 500 sheets of heavy bond paper can be cut accurately and quickly and easily with one pull on the lever.

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- Advertising Departments
- Factories
- Stores
- Wholesalers
- Photographers

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Franklin, Mass., U.S.A.

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Made in Canada
By Canadian Workmen
For Canadian Children

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They are brim full of up-to-the-minute information about goods that sell. Keep well informed.

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Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

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The Supreme Office Adhesive

ENTHUSES YOUR MOST EXACTING CUSTOMERS



Never Dries Out in Bottle

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WINNIPEG

WATERSTON'S

"BEE" BRAND

MARK

SEALING WAX

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Warriton Works, Edinburgh, Scotland

The "Hit" of the year

PEGGY O'NEILL

ON

Brunswick

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2102—"Tea Leaves" and "Jaberwocky"—both Fox Trots.
10003—"Love Is Mine"—a Tenor Solo by Mario Chamlee.

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Sole Canadian Distributors,

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Montreal, 719 Drummond Bldg.
Winnipeg, 143 Portage Ave., E

TRADE DIRECTORY

ART SUPPLIES

Artists' Supply Co., 77 York St., Toronto.
A. Ramsay & Son Co., Montreal.
F. Weber & Co., 1220 Buttonwood St., Philadelphia, Pa.

BALLOONS, TOY

Stanyon Sales Co., Toronto.
Robinson & Murphy, Ltd., Montreal.

BINDERS

Elbe File and Binder Co., 97 Reade St., N. Y. City.

BLANK BOOKS

Boorum & Pease Co., Brooklyn, N.Y.
Buntin, Gillies & Co., Hamilton.
The Copp, Clark Co., Toronto.
Dawson Ltd., W. V., Montreal, Toronto, Winnipeg.
Dominion Blank Book Co., Berthierville, Que.
National Blank Book Co., Holyoke, Mass.

BLOTTING PAPERS

Eaton-Dikeman Co., Lee, Mass.
Menzies & Co., Ltd., Toronto.

CARBON PAPERS, ETC.

Mittag & Volger, Park Ridge, N.J.

CARDS

Alphalsa Pub. Co., 2-4 Scrutton St., Finsbury, London, Eng.
Wm. E. Coutts, 145 Adelaide St. W., Toronto.
Granger Frères, 43 Notre Dame St., Montreal.

CHAIR PADS

Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

CHALK

A. R. MacDougall & Co., 468 King St. W., Toronto

COMPASSES

Eagle Pencil Co., New York.
A. R. MacDougall & Co., 468 King St. W., Toronto

CRAYONS

Binney & Smith, New York.
A. R. MacDougall & Co., 468 King St. West, Toronto.

DICTIONARIES

G. & C. Merriam.
Laird & Lee, Chicago, Ill.

DIVIDERS

Eagle Pencil Co., New York.
A. R. MacDougall & Co., 468 King St. W., Toronto

DRAWING MATERIALS

F. Weber & Co., Philadelphia, Pa.

ENGRAVING (Steel and Copper Plate)

Artistic Stationery Co., 164 Berkeley St., Toronto.

ENVELOPES

Barber-Ellis Co., Toronto.
Buntin, Gillies & Co., Hamilton.
Copp, Clark Co., Toronto.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Menzies & Co., Ltd., Toronto.

ENVELOPE MACHINES

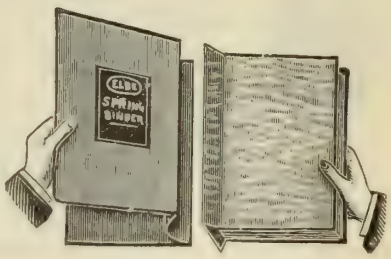
Peter Carmichael & Co., Ltd., Camberwell, London, S.E. 5, Eng.
David Carlaw & Sons Ltd., Glasgow, Scotland.

ERASERS

Clyde Rubber Works, Renfrew, Scotland.
Menzies & Co., Ltd., Toronto.
St. Mungo Mfg. Co., Glasgow, Scotland.
Weldon Roberts Rubber Co., Newark, N.J.

EXERCISE BOOKS

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Excellent for holding Essays, Class Notes, Lectures, Forms, Magazines, Reports, Orders, etc.

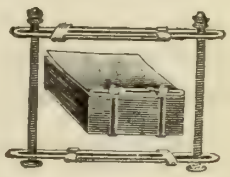
Made in all sizes. Capacity of back, 5/8" to 2".

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School Rings.
Elbe No. 1 Eyelet Machine.
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Pat. May 13, 1913

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BRITISH

25 VARIETIES.

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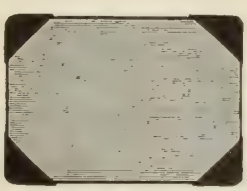


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Elbe File and Binder Co., New York, N.Y.
Menzies & Co., Ltd., Toronto.

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Dennison Manufacturing Co., Boston.
Menzies & Co., Ltd., Toronto.

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Elbe File and Binder Co., 97 Reade St. New York.

FOUNTAIN PENS
Mabie, Todd & Co., 473 College St., Toronto.
A. R. MacDougall & Co., 468 King St. W., Toronto.
L. E. Waterman, Montreal, Que.
Willard Pen Co., New York.

FRENCH IVORY
Pugh Specialty Co., 38 Clifford St., Toronto.

GREETING CARDS, POST CARDS, ETC.
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W. E. Coutts, 145 Adelaide St. W., Toronto.
Menzies & Co., Ltd., Toronto.
A. R. MacDougall & Co., Toronto.
Pugh Specialty Co., 38-42 Clifford St., Toronto.
Valentine & Sons Publishing Co., Toronto.

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Chas. M. Higgins & Co., Brooklyn, N.Y.
The Carter Ink Co., Montreal.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Reliance Ink Co., Winnipeg, Man.
S. S. Stafford Co., Toronto.
"Glucine." Menzies & Co., Ltd., 439 King St. W., Toronto.
F. Weber & Co., Philadelphia, Pa.

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Carter's Ink Co., Montreal.
Payson's Indelible Ink.
S. S. Stafford Co., Toronto.

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A. R. MacDougall & Co., 468 King St. W., Toronto.

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American Lead Pencil Co., New York.
Wm. Cane & Sons, Newmarket, Ont.
Eagle Pencil Co., 703 E. 13th St., New York.
Kohinoor Pencil Co., 34 E. 23rd St., New York.
A. R. MacDougall & Co., 468 King St. W., Toronto.
Menzies & Co., Ltd., Toronto.

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Can. Leather Products Ltd., Toronto.
Julian Sale Leather Goods Co., Toronto.
Western Leather Goods Co., Ltd., Toronto.
Harper-Woodhead & Co., London, Eng.
Anglo-American Mfg. Co., London, Eng.

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Buntin, Gillies & Co., Hamilton.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
Goes Lithographing Co., Chicago.
The Copp, Clark Co., Toronto.
Luckett Loose Leaf, Ltd., 539 King St. W., Toronto
National Blank Book Co., Holyoke, Mass.
Elbe File and Binder Co., 97 Reade St., N. Y. City.
F. B. Mfg. Co., 1228 Intervale Ave., N.Y.

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MEMO PADS
Robinson Mfg. Co., Westfield, Mass.
Sainberg & Co., New York.

MAP TACKS
Moore Push-Pin Co., Philadelphia, Pa.

MUSICAL MERCHANDISE
Mus. Merch. Sales Co., 79 Wellington St., W., Toronto.

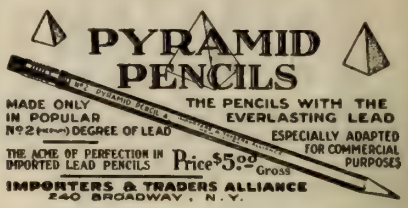
PAPER BALERS
Climax Baler Co., Hamilton, Ont.

PAPER CUTTERS
Golding Mfg. Co., Franklin, Mass.

PAPER FASTENERS
Alex. H. Irvin Co., Curwensville, Penna.
Noesting Pin Ticket Co., Mt. Vernon, N.Y.
O. K. Manufacturing Co., Syracuse, N.Y.

PAPETERIES AND WRITING PAPERS
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Buntin, Gillies & Co., Toronto.
Clark Bros. & Co., Winnipeg, Man.
The Copp, Clark Co., Toronto.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.
C. H. Dexter & Sons, Windsor Locks, Conn.
A. R. MacDougall & Co., 468 Kink St. W., Toronto.
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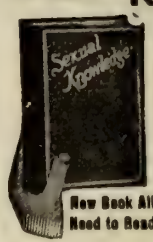
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Sex Facts Hitherto Misunderstood
In plain wrapper for only $1.50 postage 10 cents extra. **$1.50**

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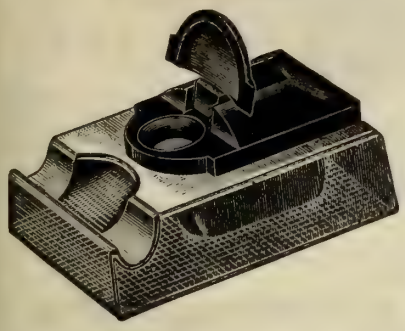
With unlimited uses. Star Manifold Linen is a stock that practically every customer you have could use,—particularly for foreign letters. Attractive, strong, durable and beautifully finished; suitable for pen as well as typewriter. For all kinds of office systems, Star Manifold is a recognized business necessity.

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"PARAGON" Inkstands

in a large variety



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CODE WILL FIRM

Simple, clear and concise
Ready-made Will

Price $2.00 per dozen.

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The Ink You can Rely on

A Canadian Product of highest quality.

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Menzies & Co., Ltd., Toronto.
The Rolland Paper Co., Ltd., Montreal.

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Pugh Specialty Co., 38 Clifford St., Toronto.

PENS

Esterbrooke Pen Mfg. Co., Camden, N.J.
Copp, Clark Co., Toronto.
John Heath, 8 St. Bride St., London, Eng.

PHONOGRAPHS AND RECORDS

Mus. Merch. Sales Co., 79 Wellington St., W., Toronto.
R. S. Williams & Co., Toronto.

PILLOW COVERS

Can. Manufacturing of Novelty, 13 Boucher St., Montreal, Que.

PHOTO ALBUMS

Crown Novelty Co., 188 Adelaide St. W., Toronto.

PICTURE FRAMES

G. L. Irish, Toronto.

PIN TICKETS

Noesting Pin Ticket Co., Mount Vernon, N.Y.

PLATE PRINTING

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PLAYING CARDS

A. O. Hurst (Goodall's), 32 Front St., Toronto.
U. S. Playing Card Co., Windsor, Ont.

PUSH-PINS

Moore Push-Pin Co., Philadelphia, Pa.

PUSH-LESS HANGERS

Moore Push-Pin Co., Philadelphia, Pa.

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W. E. Blake & Son, 123 Church St., Toronto.
Grenger Freres, 43 Notre Dame W., Montreal.

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Fulton Specialty Co., Elizabeth, N.J.
B. V. Volger Mfg. Co., Passaic, N.J.

SCHOOL BAGS

Beauchemin, Limitee.

SCHOOL SUPPLIES

Copp, Clark Co., Toronto.
Buntin, Gillies & Co., Hamilton.
A. R. MacDougall & Co., Toronto.

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McKinley Music Co., 1501-15 E. 55th St., Chicago.
Leo. Feist Ltd., 193 Yonge St., Toronto.

SHORTHAND BOOKS

Sir Isaac Pitman & Sons, Ltd., 27 Simpson Ave., Toronto.

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The Copp, Clark Co., Wholesale Stationers, Toronto.
Clark Bros. & Co., Ltd., Winnipeg, Man.
Crown Stationery Co., 12 West 17th St., New York.
W. V. Dawson, Ltd., Montreal, Toronto, Winnipeg.

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Hinks, Wells & Co., Birmingham, Eng.
Esterbrook Pen Co., Brown Bros., Ltd., Toronto, Canadian Representatives.
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(John Mitchell's Pens)
Moore Push-Pin Co., Philadelphia, Pa.
Noesting Pin Ticket Co., Mt. Vernon, N.Y.

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Fred J. Meyers Mfg. Co., Hamilton, Ont.

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A. C. Gilbert-Menzies Co., Ltd., Toronto.
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Meccano Toy Co., Ltd., 71 W. 23rd St., New York
Moddelit Mfg. Co., St. Paul'e, Bristol, Eng.
Morimura Bros., 53 W. 23rd St., New York.
Nerlich & Co., 146 Front St. W., Toronto.
Northern Commission Co., Boston.
W. S. Turton & Co., 30-32 Grand Lane, London, England.

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Manufactured by

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THE
"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dainty writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

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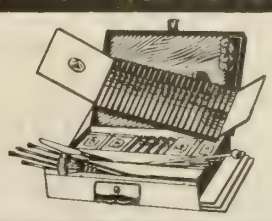
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ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
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LIMITED
Hamilton Canada

PUBLISHED MONTHLY SINCE 1884.

Bookseller and Stationer

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXVII. No. 8 | THE MACLEAN PUBLISHING COMPANY, LIMITED Publication Ofice: Toronto, Canada. | AUGUST 1921

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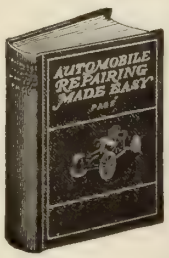
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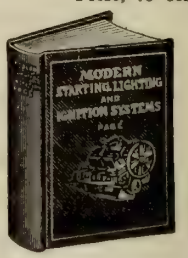
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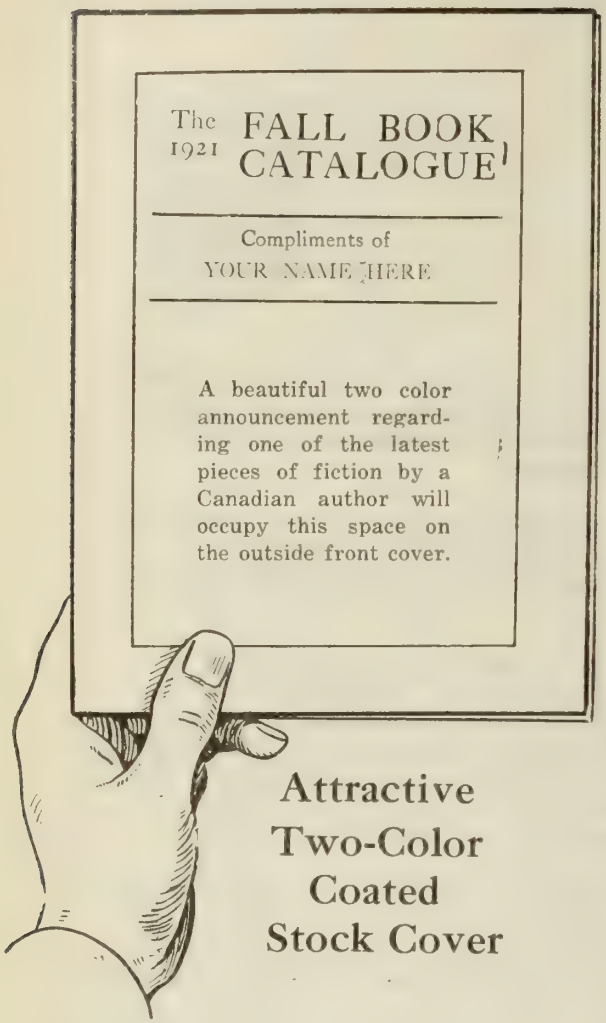
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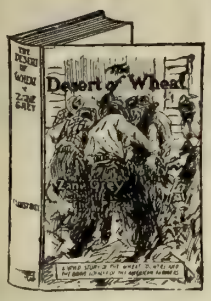
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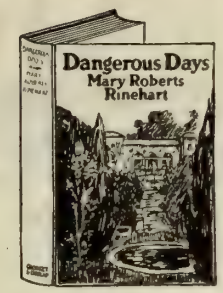
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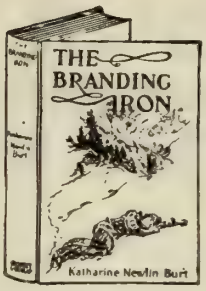
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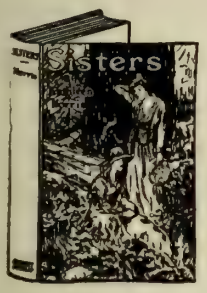








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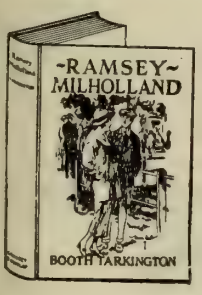
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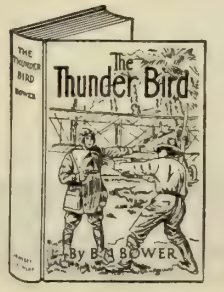
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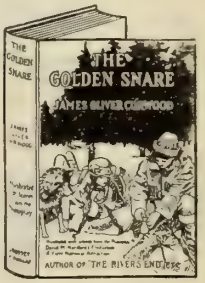
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Here is still another equally absorbing mystery story by Fletcher and the most astute reader will hardly solve the problem until the proper time comes for him to be enlightened.

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This is often spoken of as Hamsun's most famous book. It is now coming out in the Borzoi collected edition of the works of the great Norwegian.

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This book marks a link in the development of Hamsun's literary work presenting some of the characters of "Pan" on the one side and of later novels on the other.

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Published Monthly
Since 1884

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Bookseller and Stationer

AND OFFICE EQUIPMENT JOURNAL

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Showing School Supplies in Canada

Retailers of Dominion Have "Pulled Off" Some Effective Stunts In Catering To The Kiddies Prior to the Re-opening of the Schools In September— Linton Brothers of Calgary, Alta, Had Youngsters Guessing Weight of Scribblers In a Wagon

WITH THE coming of September the event of foremost importance with the trade is the School Opening. This is the time when the handling of school supplies should prove especially profitable to the bookseller providing he lays in an adequate all-round stock and displays it to the best advantage. There are a couple of weeks left to him to get his stocks and his windows in shape for the first week of school. The main thing, of course, is to get the child's attention and there are many ways in which this can be done. In dealing with a question of this kind it is good business to look back and see what has been done in other years. It is the purpose of this article, therefore, to touch on a few of the most striking displays presented throughout the Dominion just prior to the re-opening of the schools.

Linton Brothers, Calgary, Alta., utilized their window display facilities to present a novel contest. The center of attraction was a toy coaster, filled to capacity with irregular sacks of scribbling pads. The card announcing the contest stated:

Boys and Girls

To the first boy and girl guessing the correct number of scribblers in this wagon, we will give school supplies to the value of 50 cents. Come in and have a guess. Contest closes on September 15."

Surrounding the wagon was an attractive display of school supplies. Of course, the window attracted all kiddies in the district, with their noses pressed against the glass and making the most of their mental powers.

"Speeding Up" In Ottawa

Knowing the tendency of the average pupil to defer the purchasing of school books until the eleventh hour, when the crowded store prevents satisfactory service, A. H. Jarvis. Ottawa, Ont., issued the following effective newspaper announcement;

A Suggestion for School Books and Collegiate Opening

Entrance pupils will greatly help themselves by avoiding the crush of the opening days of school trade by buying their books this week, as we can supply them carefully and, besides, we will refund money or exchange books after the second day of school. It means simply that instead of buying in a crowded store, you buy in the quiet this week, with the above privilege and besides we can assist Entrance Pupils in supplying the main books just as well as the lists. We ask parents to co-operate with us."

The offer to refund money or exchange books on all unsuitable purchases after the second day of school was an added inducement to buy in comfort.

Neat Display In London

The Metropolitan Store, London, Ont., put in a neat display of school supplies, with the card as below to briefly tell the story:

School Time

As an inducement, free blotters were offered with each twenty-five cent purchase.

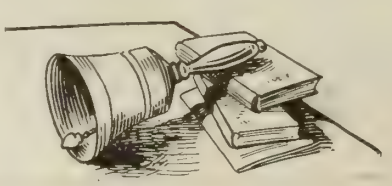
R. McKay and Co., Hamilton, Ont., had a window "drive" on school scribblers in connection with which a free pencil was given.

F. C. Muirhead, Sudbury, Ont., covered the window floor "one deep" with school composition books, with not an inch of space between each book. On top of the display at the center was an open composition book in an upright position. A card enquired:

"Can you beat it? 36 pages—36. No. 1 paper for pen at 5 cent each."

Pencil Contest in Winnipeg

Chevier's Winnipeg, Man., introduced a novel contest which "caught on" well. The central window exhibit consisted of a large water cooler, sealed with red seals and filled to capacity with pencils.



The conditions of this contest were set forth on a window card, as follows:

"Boys' Contest

Guess how many pencils there are in the big glass bottle and win a prize.

You don't have to buy to guess. Guessing Free. Do your best to win."

The Hudson's Bay Company, Vancouver, B. C., had a window full of School Opening atmosphere. The central exhibit assumed form in a regular school desk, topped with a small vase of flowers, with an open writing book, pen, pencil and ruler. The suggestion implied was that the scholar was at recess. On a chair down in front was an open leather attache case, from wallets of which several school books peeked out. A card at the center front was captioned:

"Commencement of SCHOOL DAYS"

School Trunk Suggestions

The Dr. Leduc Drug Co., Montreal, P. Q., displayed an open school trunk at the front center. The trunk, which was open, was filled with clothing and toilet articles, with stationery supplies on top. A card announced:

Suggestions for the School Trunk

Almys, Ltd., Montreal, P. Q., covered their grained rear window panels with grey paper, bordered with yellow. Framed pictures of the Queen of England and the Prince of Wales were hung in the two middle panels, with the Royal Coat of Arms in the side panels. A mixed floral rug was spread on the floor at the centre, this space being utilised to excellent advantage with school supplies. Standing at the rear center was a regular school blackboard, on which were chalked some problems in arithmetic. The background was draped at the sides wih rose plush, the folds extending to the floor. Down in front, near the center, was a school desk, with a school suitcase, full of books and stationery, lying on the top of the same. Composition books were on the seat of the desk. A card down in front bore the following announcement:

"Purchase School Necessities Now."

Looking Forward to September Trade

W. H. Mutrie of Grand Valley, Ont., Goes After the Business in School Supplies, Stationery and Books of A General Nature in A Wholehearted Manner—Schoolroom Essentials Are Saleable For Nine Months of the Year—Dealer Should Keep in Close Touch With Little Ones.

THAT youngsters are a hard class of trade to cater to is admitted by every man in business, but it is also a matter of common cognizance that their steadfast fidelity can be won by the expression on the part of the man or woman behind the counter of a sympathetic appreciation of the things that interest them.

W. Mutrie, of Grand Valley, Ont., who carries a much larger stock of school books, stationery and books of a general nature than might be expected from a community the size of that in which Mr. Mutrie does business. is firmly convinced that if the child's confidence is secured the rest is easy. It is undoubtedly the youngsters who buy the school supplies in large measure. In the home, of course, there may be a discussion of the things to be bought prior to the handing over of the "wherewithal," but it is left to the kiddies to do the actual buying.

In the Mutrie store are to be found the very best of books and stationery, the former including hymnbooks, prayer manuals and all the latest novels. He enjoys a particularly good school book trade and while he considers the textbook question very unsatisfactory, he is firmly convinced that this is a good line and that, if properly handled, the trade in books and stationery is a real money-maker.

Increasing the Sales.

Upon a study of the customers and a study of the merchandise particularly suited to these people does success in retailing depend. And it must be admitted that no customer requires more studying than the juvenile. The one big thing agreed upon by all with whom the editor of "Bookseller and Stationer" has discussed this matter is that, providing space permits, there should be a special section of the store set aside at certain seasons for school supplies. There should be on display as many of the articles which the youngster is familiar with through his school work as conditions will allow. Bright colors, it has been noted, have a decided fascination for the little ones who will always pick out something that is striking either in color or design and when a display is colorful its effect is good.

With many dealers the sale of school supplies has become merely a habit. They stock the lines they think they will need and just put them out to be sold. They bank on a certain amount of business and just leave it at that. The man who is out for business, though, puts some thought into the matter and tries to figure out just how he can increase his business. Undoubtedly this is the proper way to tackle the business as the sale of school supplies is not dependent upon the registration alone. It is as susceptible of increase through scientific merchandizing as any other line of goods carried.

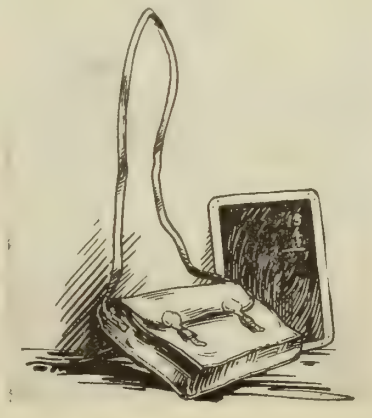
Investigating the Field.

By investigating the school goods market the dealer can substantially increase his business. It is all very well to assume that there will be a demand for blank books, pens, ink, pencils, rulers, etc., but it would prove much better to find out just what kinds of blank books, pens, ink, pencils, rulers, etc., are most suitable for the little folk. The big idea in stocking this class of merchandise should be to ascertain just what things are really needed by the youngsters who are expected to become customers.

"The child must always be taken into account in the selling of school supplies," said Mr. Mutrie to the editor of "Bookseller and Stationer," adding: "It does not do to give the impression that the store is something akin to a class room. If there is an air of solemnity and quietness about the place the little ones may not be just as eager to rush for their supplies as might be expected, but if they are made to feel at home and have their own little corner to themselves they will come to look on the picking out of their requirefents as a pleasure more than a duty."

Getting Ready for Opening.

Experience has proven that windows should be dressed with school books for about two weeks before the opening of school. As a matter of fact, one week is sufficient notice to let the kiddies know that holidays are drawing to a close. Many youngsters, of course, will buy their scribblers, exercise books and such things a week or so before they have to, but the great majority—especially the boys—do not want to hear or think about school until the dreaded day is at hand. For this reason a week should be ample time to prepare the little ones for what is coming.



In the treatment of the child the dealer cannot be too careful. A youngster is always sensitive and a sharp word or a critical look might lose considerable business for a man. Always quick to take offence, the child will hold any slight—whether intended or unintentional—against a merchant and he will also be sure to say something about it at home. In such a case the family's trade would in nine cases out of ten be lost entirely or seriously jeopardized, Every child who enters the store, therefore, should be treated with just as much deference as though he were a grown-up.

Treating Kiddies as Friends.

Frequently the editor of "Bookseller and Stationer" has been talking to members of the trade in their stores when children came in. Sometimes the youngster would be made to wait, but in other cases the druggist would say:

"Well, my little man, what can I do for you?" or "Good day, young lady, what can I get you?"

Such friendliness on the part of the "store man" could not help but have a good effect on any juvenile. It is in their nature to want to be catered to and they notice and appreciate any little courtesies that may be paid them.

The college man or woman, on the other hand, or the high school student, wants to be treated differently. These students feel, perhaps, older than their years. They feel that they are persons of importance in the community and if they are not treated as such they will be sure to resent it.

Possibilities are Immense.

Again, the man who deals in school supplies should be ever on the alert for business. September and January, of course, are the real big months, but for nine months in the year the children are at school and all this time the possibilities for business should never be overlooked.

The dealer in school goods should keep in close touch with the schools and with the children from January to December and when monthly examinations and other tests are scheduled it would pay him to put in displays of exercise books, pens and other supplies of a like nature.

As Mr. Mutrie says: "The possibilities of this business are immense."

Hamilton Dealer Devises New Rack

Sixteen-Wing Invention of Cloke and Son, Booksellers and Stationers of Hamilton, Ont., Takes Up Less Room Than One Counter, Displays More Greeting Cards Than Half a Dozen Counters and Greatly Facilitates and Increases sales.

THE solving of the problem of proper display of greeting cards is at the present time one of the most interesting questions before the trade. The greeting card has 'come into it's own' with a vengeance. No matter what the day, no matter what the occasion, use can always be found for the cheery little missive which is as personal and intimate as a letter and a great deal more artistic.

"The problem of card display "accord- to Cloke and Son, booksellers and stationers of Hamilton, Ont., "is being discussed by the association and the trade papers.

"We have watched the discussion with a great deal of interest trying to solve our display problem. After a great deal of time and experiment we have evolved a display rack which we consider much the best method which has so far come to our attention.

"The photograph shows the rack with cards mounted on it. This multiplex rack has wings covered with strong cover paper, folded with shallow pockets in which the cards can be put. The vertical position of the cards prevent dust settling on them. They are easily seen by the customer and sold directly from the rack, the rack being filled up each morning. The marked increase in the sales of cards has been noted from the first day the rack was put in operation.

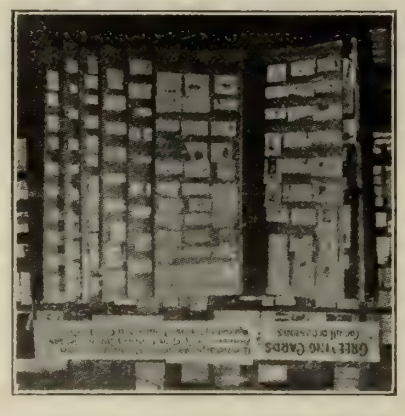
The rack in use in our store has sixteen wings, eight only of which at present are in operation. The entire rack takes up less than one counter would, and displays more cards than half a dozen counters, and displays them to much better advantage.

"Our fellow sufferers in the trade are welcome to make use of the suggestion if you want to pass on the idea."

The rack referred to is pictured in the accompanying illustration.

New York Store's Method

A display system for everyday greeting cards which has proved very successful with the Commercial stationery house of H. K. Buerser & Company, of New York city, is described in the "Greeting Card Bulletin." Some years ago, they made an oak cabinet about 36 inches long and 18 inches high, divided into 12 or 14 compartments by wooden partitions. Each of these spaces just large enough to contain a loose leaf samqle book, in which are mounted samples of the different stock numbers which they carry. On the back of the sample books, in gold stamping appears the name of the different lines shown in that book, such as Birthday Cards, Wed-



ding and Anniversary Cards, Birth Announcements, and so on. Four or five such books, for example, are devoted to Birthday lines. There is a convenient table near this cabinet, a pad of paper and a pencil. A great many customers



have formed the habit of coming into the store, making their selections, writing the stock number wanted on the pad of paper and them handing them to one of the clerks. Card stock is kept in separate compartments in filing boxes. Each compartment shows the manufacturer's stock number, the H. K. Brewer Company stock number and the price.

Easy Check On The Orders

The system followed also provides for an easy check on re-orders. The clerk who sells the last of any one card is required to take that sample immediately from the book and turn it in to the buyer. By reference to the date of purchase, which is also shown on the sample card, he determines whether a reorder for this number should be placed, or some new number substituted.

The system was devised and put in force by Robert Huff and results have proven very satisfactory. This is only another illustration of the fact that care and attention given to the Greeting Card business will produce immediate satisfactory returns. The volume of business done on Every Day Cards by this house would not be believed by many dealers who put out a few samples to shift for themselves and then wonder why so many concerns, giving time and thought to this branch of their business, are so enthusiastic about the possibilities of profit in Greeting Cards.

An unusually attractive card display is that of the New Haven store of Harvey & Lewis Co., in charge of Roy H. Eno. Few stores can boast of such handsome fixtures.

This method permits the public to view and read all the cards without handling. A price tag is combined with each standard on which the card rests. No matter what kind of a card the customer is looking for, she is bound to see all the other kinds. This has resulted in large sales.

"There are many ways of keeping greeting cards stocked but for the small dealer, we find the pocket filing scrap book fits our case," says Lamb and Cowan of Westfield, New York, going on to say: "Our books contain 32 stout pockets and our samples are kept in them. Each sample is marked in pencil on the back. B-1-10 means Birthday, 1st box, 10c price. A-3-15 would be anniversary, 3rd box, 15 cents price. S for sympathy, C for congratulation, W for wedding, etc. The original boxes are kept back of the counter, plainly lettered on the end with heavy black crayon to correspond with samples. There is no waste of cards for samples and we can handle sales quickly.



J. E. Sansregret Chosen in Quebec

Succeeds G. J. A. Filion as President of The Quebec Branch of The Retail Merchants Association — Enthusiastic Interest Shown By Members In Recent Convention in Montreal— Matters of Interest to Every Merchant Taken up

GENERALLY credited with being the most successful convention of its kind that has so far been held, the Fourteenth Annual Convention of the Retail Merchants' Association of Canada, Quebec Provincial Board, is now a matter of history. The convention, which was well attended, was held in the Place Viger Hotel, Montreal, P.Q., in mid-July.

From the accompanying photograph, taken on the steps of Frontenac Breweries, Limited, a good idea may be secured of the class of men who were present. There were a good many more but they were not on hand when the photographer pressed the button.

Officers of the Association.

The three smiling gentlemen right in the centre of the picture, front row, reading from left to right, are: Joseph F. Elie, First Vice-President; J. E. Sansregret, President, and M. Lapointe, secretary of the Quebec Branch of the Retail Merchants' Association, to whom "Bookseller and Stationer is indebted for the information in this article. E. Sauve, Second Vice President, is the gentleman in the dark suit looking over the shoulders of Mr. Sansregret and Mr. Lapointe. Henry Walters, of Ottawa, may be seen in the grey suit to the left of the officials.

The convention was opened with an address of welcome by Ald. J. E. Sansregret, representing Mayor Martin of Montreal.

G. J. A. Filion, president of the Quebec Provincial Board, occupied the chair and extended a warm welcome to the visiting members. He thanked them for their attendance.

At 2.30 p.m. of the first day, an automobile promenade was made of the city and from 4 p.m. to 6 a tour of the Montreal harbor was made on the harbor boat, Sir Hugh Allan, through the courtesy of the secretary of the Harbor Commission, who accompanied the party, explaining all the works and plans for development. At the conclusion of the trip all were served with refreshments.

At 8 p.m. the annual banquet was held in the Place Viger Hotel and proved a big success.

President Filion Retires

Henry Watters, of Ottawa Ont., and treasurer of the Dominion Association, assisted with the ceremonies and delivered his address in the French language.

The Quebec Government was represented by Mr. Bladeau who, with President Filion, also spoke.

The convention finally got down to business at 10 a.m. on Wednesday, when the election of officers took place.

G. J. A. Felion who has so ably guided the association for the past three years, was again proposed as president, but declined to stand, as he thought it only fair to give someone else a chance.

J. E. Sansregret was then elected President; Joseph F. Elie, First Vice-President; E. Sauve, second Vice-President; M. Lapointe, Secretary, and G. Filiatrault, Treasurer.

A review of what the association has done for the retail merchant was given the members and problems facing the retail trade were also discussed.

The members, as a whole, took a more active interest in the association than ever before. The necessity for the retail trade being organized and the realization of the work done by the association brought about this feeling.

Little Behind the Times.

An interesting case brought to light during the convention was that of a man in a town in Quebec who, until he attended the convention, did not know the luxury tax had been removed from patent medicines, etc. He had continued to use and attach war tax stamps on his sales. He, needless to say, was not previously a member of the association.

The members of the association are particularly enthusiastic over the system of insurance which is handled through the association. This system is such that a member can insure his business or home, properties and contents, at the regular insurance rates and at the risk carried, receive a dividend on his premium. This year the dividend is 35 per cent. and during the past ten years it has varied from 25 per cent. to 40 per cent. This arrangement is only made with members of the Retail Merchants' Association and has been used as a wonderful means of increasing the ranks of the association, the dividend usually more than offsetting the membership fee.

Some Questions Taken Up.

Matters that have been taken up by the association with the Federal Government this year include the following:

Amendment to the law on opium and other narcotics.

Duty on American magazines.

Amendment to the law on fraudulent advertising.

Amendment to the Criminal Code to forbid hazardous competitions.

Amendment to the Criminal Code to prohibit such methods as were used by the Certificate Shoe Co.

Amendment to the Criminal Code to prohibit the Three Card monte game.

Amendment to the Criminal Code to prevent manufacturers from giving coupons.

Amendment to the law allowing an extension of time for the sale of oleomargarine.

Amendment to the law of Maple Products.

Amendment to the law on Failures.

Amendment to the law on gold and silver stamping.

Amendment to the law on weights and measures to the effect that the names of those who bale pressed hay will appear on each bale.

Optional regulation allowing merchants to sell wood by weight.

Amendment to the law on Weights and Measures to allow merchants to sell all fruits and vegetables by weights and to establish necessary standards.

Amendment to the Law of Interpretation, to define the words "retail merchant."

Phonographs to go With Sheet Music

The College Book Store, Kingston, Ont., Hopes to Have Next Month One of the Finest Phonograph Departments on the Continent—To Keep Business Up to the Mark in Dull Seasons—Sales of Sheet Music in Past Promise Well For Business in Records.

TO KEEP business up to what it should be when, following July and August the tourist trade is fairly good, business has a tendency to slide down hill "Joe" Nash of The College Book Store, Kingston, Ont., is installing a phonograph department which will hold its own with the best in the Dominion. As a matter of fact, it is Mr. Nash's intention to make this department one of the best on the entire continent.

A Refined Atmosphere

The editor of "Bookseller and Stationer" had the pleasure recently of looking over the plans and sizing up the situation and there is no doubt but that the phonograph department of the College Book Store will, when completed, not have to "play second fiddle" to even the best. The second floor of the building which up to this time has been given over entirely to sheet music has been picked out for transformation and it is hoped that September will see this new "business getter" well on the way.

A handsome arch is being built at the top of the stairs as a fitting entrance to the department and along each wall will be two sound proof demonstration rooms. Against each room will be a wall case for reoords and to the housing of these records another room will also be devoted. A small counter will be practically the only suggestion of commercial ism in the place.

All the woodwork is being done in a French grey finish and an open fire place is being built into the wall to the left. Above the mantle will be placed a magnificent moosehead and at the head of the stairs will be hung a splendid painting of Petawawa Camp River. Other paintings by celebrated artists will adorn the walls, one of these being "The Syble" from the collection of he late Casimir Czouwski of Toronto, and another one of Sir Joshua Reynolds finest.

Art windows and apertures covered with cut glass are being put in so that the room will be literally flooded with light, everything being designed to produce a fine effect.

Keeping After New Music

It is Mr. Nash's intention that there must be no suggestion of cheapness about the department. Scenes of old Kingston with oil portraits of De La Salle and Frontenac will also adorn the walls and the furniture and equipment will be the very best.

"Judging from the business we do in sheet music" said Mr. Nash "I have every confidence that we will do a big business in records. We have always given considerable attention to our sheet music and travellers from the United States come here and say we have the finest stock in Canada. Just as soon as anything new comes out we go after it. We see about it in the theatrical papers and if it looks good we put it in stock. Now the people have come to depend on us and they come in regularly to inquire about what is new in the music line."

"It is a line, though, that must be watched very carefully" went on Mr. Nash "as it would be no difficult matter to be left with a profit-killing stock on hand. It is the forty-cent music now that appears to be popular. Of late we have been getting rid of a lot of our stock by advertising all forty, fifty and sixty-cent pieces at three for a dollar."

Speaking of merchandising methods which he has found successful Mr. Nash stated that the windows are always to be relied upon to get rid of the goods. However, he added that it was necessary to let the public know through the newspaper just what is new in both books and music.

"We change our displays regularly twice a week" he said " but just before a holiday we always make a splurge on whatever is seasonable. On such occasions there is quite a demand for books and music.

Music That Is Saleable

Anything that is good in operatic popular standard, teaching and sacred music is handled, and so widespread is the reputation of this Kingston store that quite a nice mail order business is enjoyed, orders coming in weekly from such places as Gananoque, Brockville, Napanee, etc. A standing advertisement which is changed every day is carried in the daily press and this and the windows are credited with selling the music.

During the winter months it is Mr. Nash's intention to put on a series of recitals in the new department. The grate fire will be burning at all times so that the room will be cosy and pleasant from one end of the week to the other.

"The big painting at the head of the stairs will get the people up to the second floor" said Mr. Nash "and when they come in for music it will be an easy matter for the salesladies to ask them if they have a phonograph and then inquire as to whether or not they would like to hear the latest records. The theatres here all have good orchestras and we supply them with all the latest orchestrations. Through slides announcing that the pieces played are supplied through the courtesy of the College Book Store we secure some good advertising and to this, a good many of our sales may be traced."

Appealing To Travellers

That the College Book Store carries auto road guides is announced to all visitors to the city by means of framed advertisements in hotels and garages and in this way a good deal of the tourists' trade is secured.

The College Book Store is played up continuously for, according to the proprietor, "people do not come in because of 'Joe' Nash. They come because of The College Book Store and the service it extends".

While a good slice of the business done in the store is through sheet music and tourists' supplies, the book end of the business is also on a solid foundation. Everything in the way of University text books and general stationery is carried and care is taken that the student trade is not neglected.

Stationery of all kinds holds down a prominent place on three large tables in the centre of the store and in this connection it may be stated that the position of these tables is changed every little while. Mr. Nash considers it good business to keep the stationery in a conspicuous place as it is something that is used every day and is, therefore, in continuous demand.

In the matter of fiction Mr. Nash follows the principle of picking out what look like good sellers and "plugging at " them. One thing, though, this dealer cannot understand is why certain magazines should be allowed sale in Canada at prices higher than those charged in the United States. He believes there could be some arrangement made whereby the prices would be the same. He is also of the opinion that the government might give some thought to the free delivery of text books.

Delivery Of Text Books

"What with the excessive charges for freight and cartage" said Mr. Nash "there is really nothing for the dealer in the handling of text books". We charge ten cents for drawing books and they cost us 6½ cents laid down here. It seems to me that it could be arranged to have these school books delivered free.



Can phonographs be handled on a large scale in the book store as Mr. Nash of The College Book Store, Kingston, Ont., proposes? Above is shown a demonstrating room of W. H. Thorne's hardware store in St. John, N.B. Below is a view of the exhibit fathered by P. A. Kennedy, a druggist of Brandon, Man. If the druggist and hardware man can do this, why not the bookseller?



Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

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SELLING SPECIALIZED SERVICE

That the word 'stationer' is hardly the one to be applied today to the man in the stationery business is an argument that is being heard in some quarters now. Some there are of the opinion that the word 'stationer' is now fifty years behind the times. The claim is advanced that stationery is being sold in every drug store as well as in every five or ten cent store. This being the case it is evident that the salvation of the man who deals in stationery now simmers down to selling specialized service. After all, there is not much to a name and it would be a mistake at this time to change the designation. No matter who sells stationery, it is the stationery that the public turns to when it thinks of papeteries of all kinds and the hundred and one essentials included in this category.

* * *

A CHILDREN'S BOOK WEEK

There has been some talk among the trade of a childrens' book week. This proposal should not be allowed to end in talk. Having in mind the rapid strides that are being made along educational lines and the taste for reading that is being fostered by those having to do with the education of children in its various aspects it would appear that it would pay the trade to feature this line prominently for a week or more. By means of neat and attractive cards or banners the dealer in books might bring as forcibly as possible to the attention of the public the fact that the influences of the teen age mould the character of the boy or girl. Associations, past-times and sources of information—all are vital but, perhaps, the greatest of formative factors is good reading. A good time to bring on this week should be about the beginning of October when the kiddies have begun to spend their evenings indoors. There is a great variety of reading matter for children which might well be featured during this week and there is no doubt but that the bookseller's revenue would be considerably increased by the inauguration of such a drive.

* * *

BOOSTING CANADIAN AUTHORS' WEEK

Booksellers in all parts of the country are enthusiastic over the idea of setting aside a week for boosting the works of Canadian authors. They realize that there is money in such a scheme for them. And the chances are that they are right. As some indication of how Canadian authors are read and of how public libraries have developed an appreciation for their books, Dr. Locke, Toronto Librarian pointed out recently that there were now 141 copies of Bliss Carman's works circulating among the various Toronto libraries.

"The general public has little conception of how wide the popularity of Canadian authors is at the present time," said Dr. Locke. "There is a great deal of silly talk about the Canadians not beng read or appreciated by their fellow citizens."

"All we need is a little intelligent propaganda such as has been injected in the public mind by American publishers and reading associations," he continued.

Dr. Locke strongly supported the idea put forward by the Canadian Author's Association to organize a national book week in November.

"It is a worthy one," he continued, "and I am sure that the public libraries and booksellers throughout the dominion will join heartily in the movement."

Everywhere the project has been discussed there has been a big vote in the affirmative. The dealers in books are out to boost anything that will bring business at a time when business is so scarce. And in the "Canadian Authors' Week" they realize that they have a certain winner.

* * *

CANNOT GIVE GOODS AWAY

The question of selling is undoubtedly the all-important one at the present time. For if ever there was a period in the history of merchandising when goods had to be sold that period it at hand. Some dealers—and they are not a few—claim they cannot even give goods away. So much the better. The time to sell goods is when they cannot be given away.

The dealers who speak in this strain are, it is to be feared, of the many who do not know what selling is, and confuse bidding for orders, largely on the basis of price with perhaps a bit of reference to quality, with the education of the consumer, upon which all real selling must rest. An Igorrote would not be in the least grateful for a gift of a pair of patent leather boots, but he would give a half dozen wives for the same boots if he were sold on their useful and ornamental qualities. Not so many decades ago it was difficult to give away tomatoes; their beauty was too short-lived; folks had not been sold on their comestible qualities.

Of course, all dealers know, in a way, what the goods they handle are used for; but they do not know how to apply that knowledge today. There's where selling is necessary. The original producer must help the manufacturing consumer to rebuild the market for the latter's goods. He must sell him merchandising as well as merchandise. The manufacturing consumer must in turn sell his distributors a plan for disposing of his wares—and he must learn that in part from the original producer. All the way out to the ultimate consumer must this campaign of education, of selling, be carried. The interest of the producer does not stop when his goods are delivered on order. It might be said to begin then. It ceases only when the other end of the line is reached. The original producer and the ultimate consumer are as essentially related as is either with any interlying factor. Without the other, neither could exist. The river must flow to the sea.

That is the fundamental premise of selling. Recognition thereof differentiates the seller from the order filler. The order filler has had his day, and he made merry therein. He must now become a seller, or make way for somebody who knows that trade must be rebuilt, not passively waited for or invited. As long as the recipient can but pass them along on the same terms, it will be impossible to give him goods. But it does not follow that he cannot be sold goods—if he be sold a use for them, too.

Office Equipment Journal

Featuring Office Supplies and Commercial Stationery

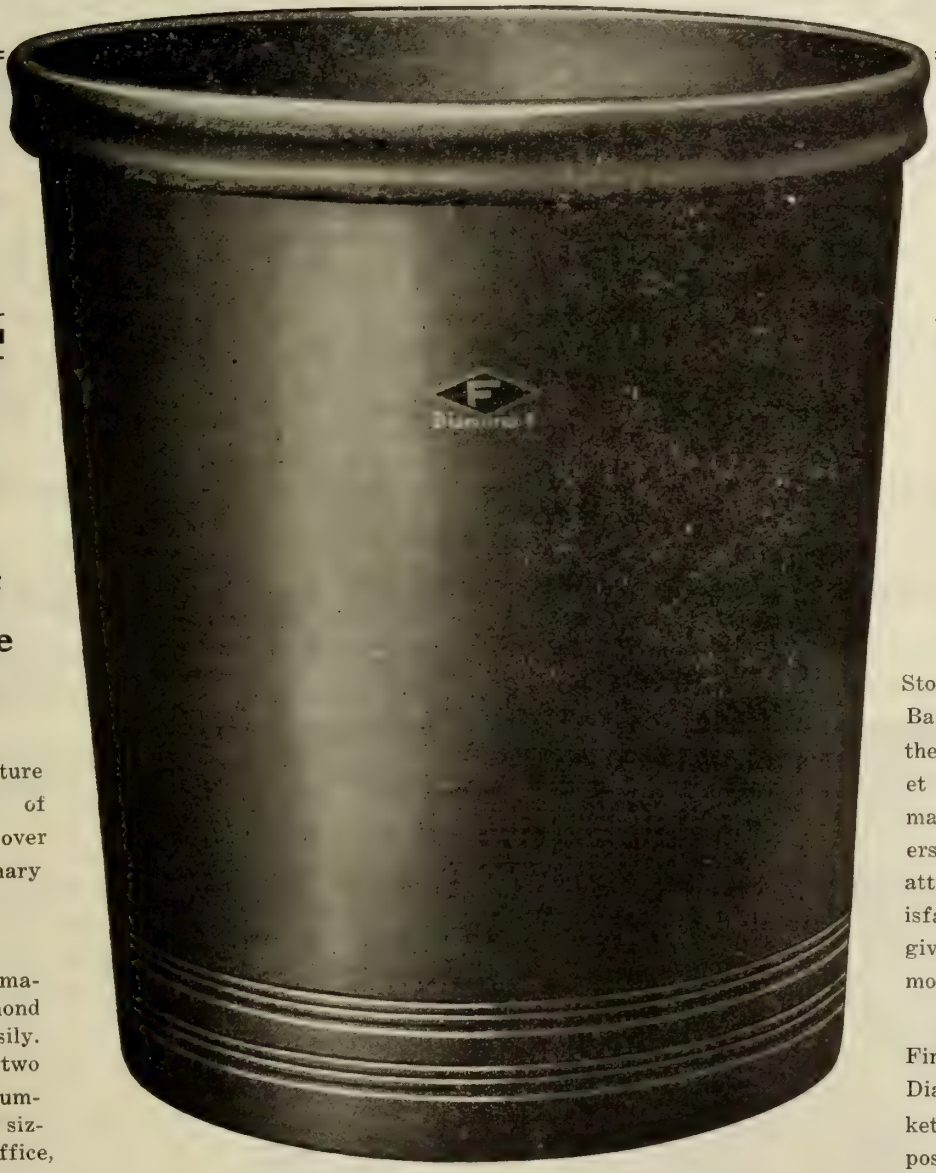
Special Section of BOOKSELLER & STATIONER — TORONTO, AUGUST, 1921 — Vol. XXXVII Number 8

Made in Canada

Handle These Fire-Proof Hard-Fibre Baskets

It is easy to picture the superiority of fibre baskets over the old ordinary kinds.

These beautiful mahoganized Diamond baskets sell easily. They come in two shapes and a number of standard sizes for home, office, school or factory use. They are made of genuine Diamond Fibre with sturdy non-tipping hardwood bottoms. We finish them in mahogany, olive or any other shade desired.



The D-2 Basket

OUR STANDARD---A wear-resisting, sturdy and gracefully tapered fire-proof hard-fibre basket.

Manufactured in Canada by

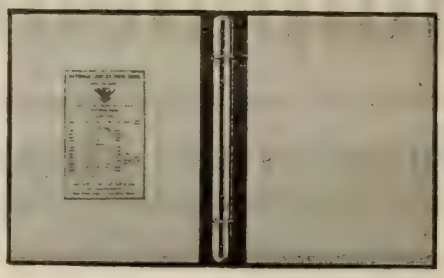
The DIAMOND STATE FIBRE CO.
of Canada, Limited
Head Office and Works: 253 Carlaw Ave., Toronto.

A Profit Line *for* Stationers

Stock Diamond Fibre Baskets. Get in on the increasing market for them. The margin for stationers is particularly attractive. The satisfaction the Baskets give to customers is most gratifying.

Find out all about Diamond Fibre Baskets. Drop us a post card now for particulars as to prices, discounts and jobbers. Send today so that you will be sure to have all information in time for fall business.

Stationers!



Stationers!

Be Prepared for September School Opening

One month more and Students will be crowding your Stores for all kinds of Students' Note and Exercise Books. Also Stiff Covered and Flexible Student Loose Leaf Note Books. Every need must be met and can be met by stocking our School Lines—the very best made in Canada. Re-orders will follow quickly if you stock our School Lines.
Leading Stationers prefer our lines.

We believe prices have reached a stationary point.

Sold only through the Stationer.



DOMINION BLANK BOOK CO., LTD.

St. Johns, P. Q.

Experience and Equipment Count for Much These Days

In selling, the dealer who knows good goods and has the organization for aggressively pushing them is the one who is gaining in profits and good will.

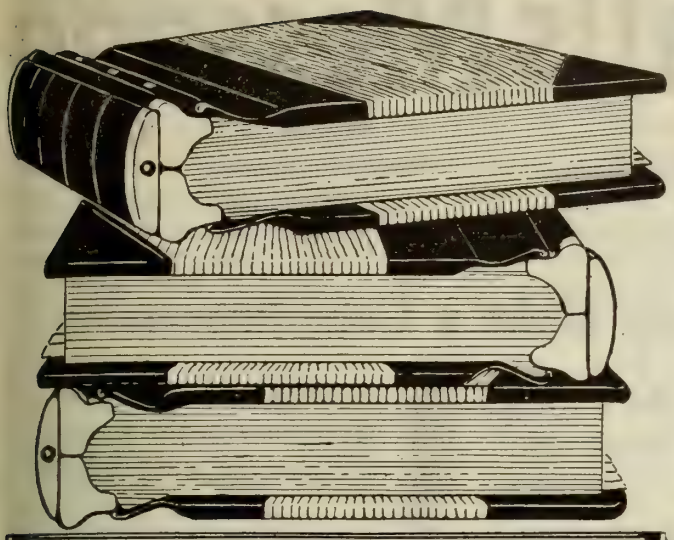


HOLYOKE, MASS. NEW YORK CITY CHICAGO, ILL.

NATIONAL

In manufacturing, the line which is designed and constructed under expert attention and with complete facilities is the one that insures unfailing satisfaction.

The complete line of National Loose Leaf and Bound Books has back of it more than half a century of experience, up-to-the minute equipment and a guarantee of excellence.



Standard B&P Loose Leaf Devices

and Blank Books

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK

VENUS PENCILS

The largest selling Quality pencil in the world

IT pays in both prestige and profit to handle an article known everywhere as pre-eminently the BEST that can be bought. *VENUS Pencils* have earned that reputation in every quarter of the globe

17 Black Degrees, 3 Copying

A degree for the purpose of every possible purchaser; artist or architect, banker or business man—the studio, drafting room, office, school or home.

American Lead Pencil Co.
220 Fifth Ave., New York
and London, Eng.

NEW — No. 3818 **Venus Round** — Soft lead. Especially suitable for stenographers and other office purposes.



MacDougall's Message

To Progressive Dealers Everywhere — For the Month of August, 192

OF ALL forms of advertising the most profitable to the merchant is a pleased and satisfied customer.

Treat a customer right—show him courtesy and consideration—sell him the kind of goods he will be your friend from then on. He becomes a walking, talking, living advertising agent that brings in revenue and never asks commission—a publicity agent for your store, always ready to put in a good word, without charging a cent for his services.
Is this the kind of work that *your* customers are doing for *you?*

Here are three or four lines you will find excellent "good will" builders, because they enable you to make pleased *customers.*

Kolok Typewriter Carbons and Ribbons and Kolok Greaseless Pen and Pencil Carbons are wonderful helps to efficiency in offices and among business houses, because of the fine work they are capable of producing. Every stenographer likes to use a good carbon paper, and with Kolok Carbons she is always sure of perfect impressions—clear, sharp and clean. All these carbons are coated on white tissue, and do not owe their coloring to artificially tinted papers. For duplicating work, counter check books, order books, etc. Kolok Pen and Pencil Carbons produce perfect facsimiles of what has been written—without off-setting or smudging.

All Kolok Typewriter Ribbons are carefully tested before being issued, so that every ribbon gives perfect results. They make satisfied users because they do credit to the work of the stenographer and enable any make of machine to turn out the very best work of which it is capable. You will find them excellent sellers. They are British Made and possess a thoroughness of quality and a fineness of finish that place them in a class entirely their own.

Another line that is making good profits for the dealer these days is the Vul-Cot Waste Basket.

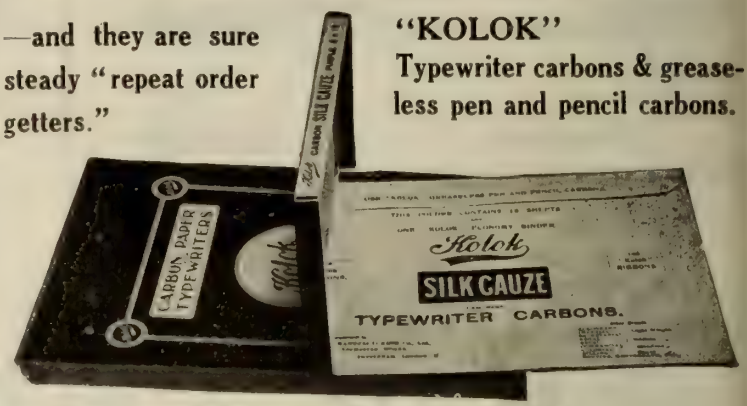
Here is a basket that is really "different,"—not of wicker or even of metal, but a waste basket made entirely of a highly developed quality of vulcanized cotton fibre, a hard, tough substance of great strength yet remarkably light in weight.

It is good looking, and being absolutely solid, screens all unsightly contents and prevents little pieces of paper from sifting out on the floor. It is, moreover, rust proof, cannot dent or splinter and, because of its smoothness, never mars furniture or tears clothing. Its makers back it up with a definite five-year guarantee —a feature that no other waste basket possesses. Show the Vul-Cot to your customers. They will be delighted with this "aristocrat" of waste baskets and you will effect easy sales —because the Vul-Cot practically *sells itself.*

"They Make a Good Impression"

—and they are sure steady "repeat order getters."

"KOLOK"
Typewriter carbons & greaseless pen and pencil carbons.





Silk Gauze Kolograph Colonial | **Clean Perfect Copies and Tidy Work.**

KOLOK TYPEWRITER RIBBONS

Are made from the best cotton fabric, specially woven to give fine texture and durability. They wear longer than other makes and give best results. In black, blue, purple, green, red and combination colors for all the well-known makes of machines.

"VUL-COT" Waste Baskets

are backed up by the makers with a definite Five-Year Guarantee:—

With ordinary use they last for ten or twenty years.

They cannot dent, rust, splinter or warp They are light, strong and good looking. They are fire-resisting. They hold all waste—nothing sifts out on the floor.

They appeal to the customer's sense of Value, Good Taste and Utility.

"They just naturally sell themselves"



Send for Price List

Continued on Next Page

MacDOUGALL'S MESSAGE (Continued)

Mitchell Steel Pens always make firm and lasting friends. They are so smooth to write with—they just glide over the paper. It is a pleasure to use a Mitchell Pen—and if you are featuring this splendid line you may be sure your customers will always come back to you for further supplies.

John Mitchell was the first man to invent the steel pen made by machinery as we know it today. That was in 1822. Today Mitchell steel pens are made in almost endless variety and used all over the civilized world. On this page we can only enumerate a few of the various styles of pens produced by this famous British house, but prices and particulars of other styles will be very gladly given on request.

For educational needs as well as for every commercial use Mitchell Steel Pens have won a reputation second to none for their unequalled writing qualities and sterling merits. Every user of a Mitchell Pen is a booster.

Every stationer needs to carry a good assortment of mathematical instruments, compasses, protractors, set squares and other requirements for mechanical drawing. There is always a fairly steady demand for these, and if you can show your customers the Setten and Durward line you will have no trouble in effecting profitable sales. Setten and Durward Ltd., of Birmingham, Eng., have been specializing on these lines for many years. Their instruments are noted for accuracy and high-grade workmanship. For all educational requirements as well as for the mechanical draughtman's use, Setten and Durward specialties make satisfied purchasers.

These are all lines that will win valuable good will and prestige. Useful and attractive advertising matter and dealer helps are gladly supplied with all merchandise, and we will quote you prices and particulars for the foregoing or any other stationery lines if you will let us know your needs.

Send us a post card and our salesman will willingly call and demonstrate the selling advantages of these popular lines.

There is solid satisfaction for Dealer and Customer in handling

MITCHELL FINE QUALITY SMOOTH WRITING PENS

Made by John Mitchell—the Pioneer of the Steel Pen Industry—Pens that are a Real Pleasure to write with, and a source of good profit to the Merchant

A Few "Leaders" in the Mitchell Line:-

For School and Educational Use. **For Commercial Use.**



School Board Pen — College Pen

(All Grey Polished Steel)

School Board Pen (Extra Fine, Fine and Medium).

College Pen (Extra Fine, Fine and Medium)

Automobile Pen (Extra Fine, Fine and Medium).

Elastic Pen (Fine, Medium and Broad).

Grey Steel with silver or gilt finish except where specified. Solicitor's Pen, Med. Point, Falcon Pen, also in bronze

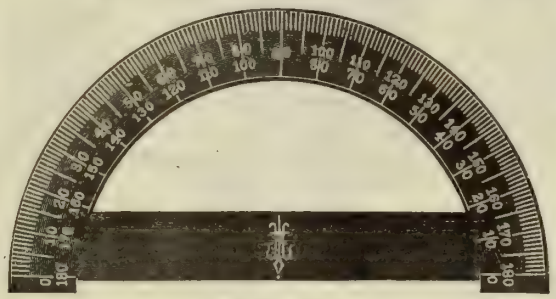
Cabinet Pen, Turned point. Lawyer's Quill Pen. Exchange Pen, Turned Point. Velvet Point, Yellow metal. Railway Pen. Ledger Pen. Bank Pen. Aromac J. Pens. (Black only).

Send for Our Price List of Jno. Mitchell's Pens. Pens for every hand and every purpose.



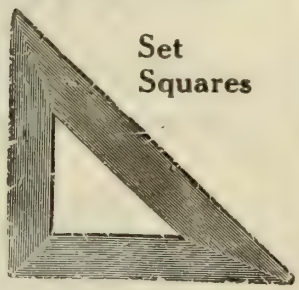
Solicitor's Pen — Cabinet Pen

Round out your Stock of Drawing Accessories by Featuring The SETTEN & DURWARD Line



PROTRACTORS

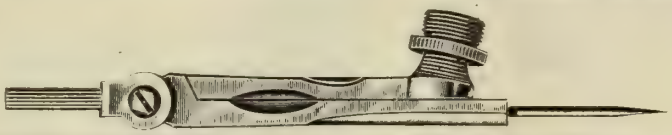
We can supply these in White Enamel Finish, Nickel Plate or Celluloid. All have exceptionally clear, open markings, and are nicely finished.



Set Squares

SET SQUARES

In White Enamel Finish, Nickel Plate or Brass. Good clear markings. A good assortment for all draughtsmen's requirements.



COMPASSES AND DIVIDERS

We carry a very large assortment of these in all styles and sizes both for elementary and advanced drawing. All best British manufacture.

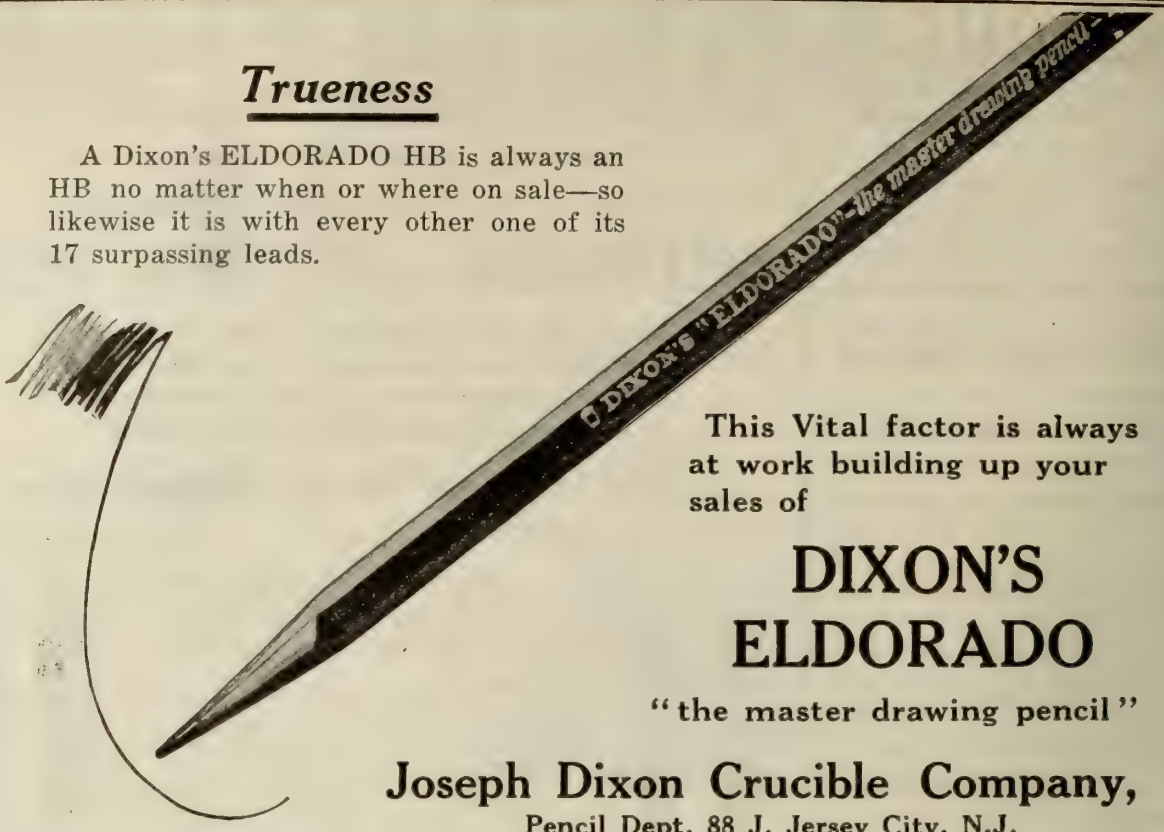
MATHEMATICAL SETS

In large variety. Boxed in cloth covered and lithographed tin boxes containing compass, tin bevel, metal set square, metal protracttor and 6 in. rule. Retail at 50c. to $1.50, the better sets containing superior instruments. Prices on request.

A.R.MacDougall & Co. Limited 468 West King St. Toronto, Ont.

Trueness

A Dixon's ELDORADO HB is always an HB no matter when or where on sale—so likewise it is with every other one of its 17 surpassing leads.



This Vital factor is always at work building up your sales of

DIXON'S ELDORADO

"the master drawing pencil"

Joseph Dixon Crucible Company,
Pencil Dept. 88 J. Jersey City, N.J.

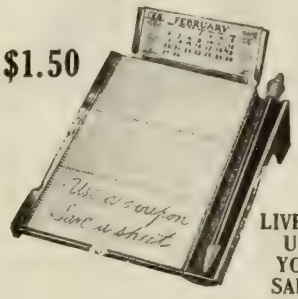
Canadian Distributors: **A. R. MacDougall & Co., Limited, Toronto.**

ROBINSON PRODUCTS
ARE ADVERTISED NATIONALLY

Big Sellers Every One

Robinson Readipad

$1.50

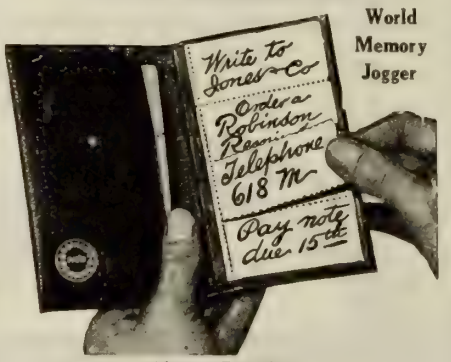


LIVENS UP YOUR SALES

A Great Stimulator of Sales

Use a coupon—Save a sheet. Never covered up with papers. For making notations which can be torn out without wasting a whole sheet. Mounted on a brass finished metal base with rubber feet. Pencil groove on side. Calendar at the top. It draws business to you. Try it out.

ROBINSON REMINDER



World Memory Jogger

Always Popular

Each memo a perforated coupon, which when attended to, is torn out, leaving Live Notes Only.

No searching through obsolete notes. Everything ready for instant reference.

Stock up now—there is big business to be done.

PRICE LIST

ROBINSON REMINDERS with extra filler	Size B 3x5 In.	Size A 3½x7 In.	Ladies' Size With Pencil Size L 2¾x3¾ In.
Robinson Leather	$1.00	$1.75	$1.25
Cross Grain	1.50	2.50	1.50
Cowhide	2.25	3.00	1.75
Calf Skin	2.50	3.25	2.00
Genuine Morocco	2.75	3.75	2.25
Genuine Seal or Pig Skin	4.00	6.00	
Silk			1.50
Patent Leather			1.75
Cloth (no extra filler)	.25	.50	
Imitation Leather	.75	1.00	1.00
Imitation Leather, (no pocket)	.50		

DESK OR SHOP SIZES:

Imitation Leather Covers, 4½x6½ in., $1.00; 5½x8½ in, $1.50.

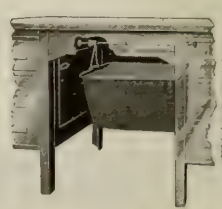
Extra Fillers, 3x5 in., 75c doz.; 3½x7 in., $1.00 doz. 2¾x3¾ in. 70c doz.; 4x6 in., $2.40 doz.; 5x8 in., $3.60 doz.

THEY INCREASE PROFITS

ROBINSON Waste Paper Bag

No Floor Space Needed
Cannot Tip Over
Very Accessible
Out of the Way
Easily Attached Without Marring
Always in Place

Superior in every way to the old waste baskets. Sales bring repeat business as it is an efficiency device that everyone wants. Order 6 of each size—they sell themselves.



Fills a Real Need

PRICES

No. 10 to fit desk having space between panels 17½ to 23¾ ins., $3.50
No. 20 to fit desk having space between panels 24 to 30 ins. . $3.75

Send Us Your Orders Now. Robinson Manufacturing Company, Westfield, Mass.

LOOSE LEAF DeLuxe SYSTEMS



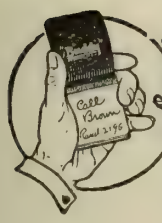
—wherever you go, take Buddy

—even in your golf togs there's room for him

—he's so small and flexible you can put him in your shirt or trousers pocket

—you'll never know he's there until you need him.

Tell it to Buddy
He never forgets



Buddy
HANDY MEM
WILSON-JONES
LOOSE LEAF CO.

at·the·sign·of·the·Bee·

WATERSTON'S

"BEE" TRADE MARK BRAND

SEALING WAX

Established 1752



"Banker's Specie"

is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of beng sold at a moderate price.

GEORGE WATERSTON & SONS LD
AND AT WARRISTON ROAD EDINBURGH
8 ST. BRIDE STREET·LUDGATE CIRCUS·
LONDON·E·C·

Who leads?—and why?

RUN down the list of specialists in ink-making, and you will find that Carter's sixty years' experience, Carter's Dominion-wide demand, and Carter's laboratories entitle Carter's inks to the rank of leader.

Not leader just because Carter says so, but because thousands of Canadian dealers know that Carter makes an ink that's exactly right for every purpose.

Consider Carter's Fountain Pen Ink

It's a clear flowing, richly blue ink that leaves no sediment in the pen, insures the service of **every** good fountain pen you sell, as scientifically-made fuel insures the service of a good automobile. And like automobile fuel, it attracts to your "fuel station" everyone who carries a fountain pen.

You can rely on Carter's

—for it's made in Canada.
—backed by 60 years of ink experience.
—and it's a Carter Ink Product.

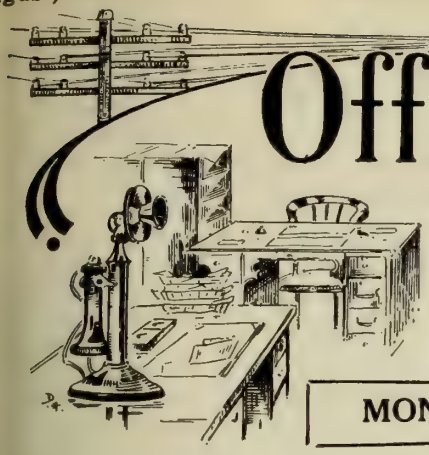


CARTER INX PRODUCTS

Standardize on a Standard Line

The Carter's Ink Company Manufacturing Chemists

Mount Royal Avenue and Drolet Street
Montreal, Quebec



Office Equipment and Business Systems

MONTREAL FIRM HAS FINE DISPLAY OF INKS

RANGER Freres, wholesale and retail stationers, Montreal, P.Q. have one of the most varied stocks stationery and office equipment in the ominion. They have long held a high sition in a very fine trade and stly so. The Granger Freres' method doing business are up to the minute d to the value of strong displays to usiness every man in the tore is alive. The store itself is of interest be- use of the completeness of its many es, conspicioos among them being the and adhesives department. To show ese goods before the eyes of the custo- rs is to sell related articles which ans music on the cash register. The ling is sometimes expressed that the ace under the counter is the place for ese articles, but the Granger Freres' licy defeats this claim for additional venue entirely.

So That All May See

Granger Freres have succeeded admir- le in growing the different lines and fferent kinds so that both customers d clerks may easily see and get just at is wanter. This latter is an impor nt point in favor of putting the goods t where they will be in plain sight.

On the front of the shelf below each row of bottles is the which is always re-assuring to the customer and a convenience to the clerk.

At the back of the shelves, by the way, is a mirror which gives a most unique and pleasing appearance to the whole section, and makes the stock appear even much larger than it really is.

That there is a representative assortment is to be expected. No matter how good a line may be different people have different tastes and the store that strives to be up to date must keep in stock the goods that people want and ask for.

Price Under Every Bottle

From the accompanying illustration a good idea may be secured of the manner in which this Montreal firm displays its wares. As mentioned above, the bottles and jars are all arranged neatly and under each appears the price so that all the customer has to do is look over the assortment, pick out what he wants and inform the salesman of his decision. In this way the goods practically sell themselves.

No doubt considerable increased business could be done in many stores by extending the lines to include white and colored inks, water colors and other items now mainly carried by dealers in art goods and department stores. There is no reason why these stores should carry these lines and dealers in office supplies and equipment fail to do so.

In the handling of inks there are two features that should be given consideration. First of all is display. It is, indeed, unfortunate that more dealers do not go in for more attractive and neater ink displays. This is a commodity of which large quantities are used every day and there is no doubt but that increased sales would result if just a little more attention were paid to this end of the business.

Striking Displays are Rare

Speaking of this same question Mr. Brockett, one of the most progressive stationers on the continent, expressed himself as follows:

"I have visited a great many stores and our own included, I have yet to find the first attractive and neat ink display. Practically every place you go into it is on shelves or counters or some place and jamboreed around so that it is not attrac-

(Continued on page 30)



Goods Not Mixed on Display Tables

"Easier For Both Customer and Salesman" Is Principle on Which George H. Popham, Limited, of Ottawa, Ont., Carry on Business—Two Hundred Thousand Ring Clips Sold in a Month Just By Concentration of Selling Staff.

CONCENTRATE. That's the word. And here's how it is done by George H. Popham, Ltd., printers and office outfitters, of Ottawa, Ont. Every week, each city traveller takes out with him, on his round of calls to places of business, some one article which he endeavors to get an order for each place he visits. The scheme has been wonderfully successful.

In outlining the scheme and the method of operation to "Bookseller and Stationer", Mr. Popham said:

"The traveller goes out with the idea of canvassing the customer in the regular way, but before leaving, he produces the article in question and concentrates his attention upon selling it. We usually pick out something not too cumbersome, which of course, is for the convenience of the traveller; and something not too expensive, which practically ensures its sale in the majority of cases.

A Good Order Starter

"The sale of one bottle of paste may not seem much but when a man goes into twenty-five offices a day and sells one or more bottles in each place, and keeps this up for a week, it amounts to quite a lot. In this manner last month we sold two hundred thousand ring clips. The scheme also has the value of being a "good starter". In many instances our travellers have failed to secure an order from certain customers until they had disposed of one or more of the special articles upon which they had concentrated. Having purchased one thing the customers usually show an inclination to order other things. So that, taken all in all, it is paying proposition.

Goods Are Seldom Mixed

The layout of the Popham store is most attractive and businesslike. It is spacious, bright, airy and cheerful and, as in most up-to-date places of business there is a place for everything and everything is in its place. This is particularly true of the shelf arrangement along the walls at each side of the store. Each set of shelves is alloted to certain articles and they are always to be found on these particuler shelves.

The scheme in regard to the table arrangement is worthy of attention. The plan is to as nearly as possible devote one table to one particular line of goods. For instance, a display of paste is arranged as attractively as possible on one table, a display of cash boxes on another, etc. But seldom are the goods mixed.

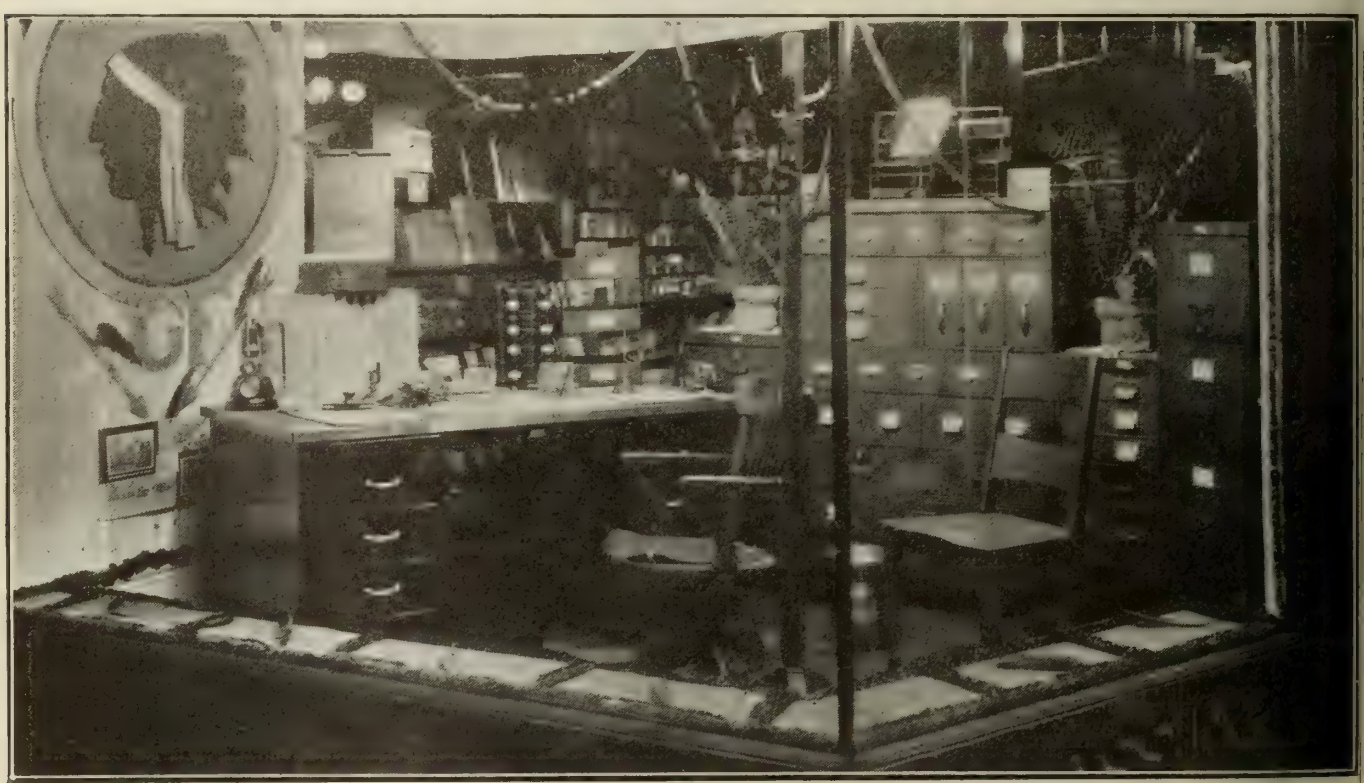
"We find this idea pays", said Mr. Popham, "because the customer has no difficulty in locating the article he is after, and he has the full assortment t choose from. It is not necessary for h salesman to go up on the shelves an waste a lot of time bringing dow every type or make of that particu lar article. We do not always have th tables in the same place. Every cou ple of weeks we re-arrange them. Bu we always endeavor to stick to the prin ciple of displaying one line of good only on one table. Very often, too, w change the position of our show case this being done in an effort to re lieve the monotony of sameness.

Keeping the Public Informed

Mr. Popham said he was constantl on the lookout for new ideas so that h might keep his establishment as up-t date as possible.

"Of course," he said, "We do as great many other dealers do in regar to keeping their customers informe about merchandise. We send out ci culars regularly through the mails an with every order we enclose a circul of some kind drawing attention to ou various lines of merchandise. We kee constantly reminding the purchasers small wares such as paper, pencils,et that we have a complete stock of offi equipment, such as up-to-date filing c

(Continued on page 34)



It is not often that as imposing a display of office furniture and equipment is made as that shown above. For this window showing George H. Popham, Ltd. Queen Street, Ottawa, Ont., are responsible. It will be noted that there is on view practically everything that might be required in an office. A business man looking into this window might see a dozen items of merchandise of which he might at that moment is in need.

Turns Out Thousands of Cards Daily

Central Book Store, Ottawa, Ont., Specializes in the Little Pasteboards Needed For Business and Social Purposes—"You Can't Beat This Line" is Manner in Which C. Borts Speaks of Profitable Side-issue—A Splendid Drawing Card For the Store.

THERE are side lines and side lines, many of which have been pronounced "all to the candy," but one of the best come across in calling on the booksellers and stationers of Ottawa is business and calling-card printing, particularly as conducted by C. Borts, proprietor of the Central Book Store, 225 Bank street.

"You can't beat this line," said Mr. Borts, confidently, when asked for his opinion about it. "Its a business in itself and, therefore a good drawing card."

"Was it your original intention to branch out into this line?" he was asked by the representative of "Bookseller and Stationer".

"No" he replied "I started out several years ago with the intention of selling only magazines and stationery, but I soon found out, through reading trade papers and keeping an eye on other dealers, that it paid to go in for side-lines and so I decided to try my hand at printing."

Mr. Borts is an adept at advertising. One cannot approach the store, or turn around in any direction inside without his eye falling on some reminder of the printing business. Neatly-printed cards telling all about this part of the business are everywhere: over the magazine stand, over the book shelves, on the cash register, pasted on a mirror at the side of the window, across the window itself, on the door, and every place a person is apt to look.

One of these signs reads: "We print Business and Calling Cards on Short Notice." Another one: "Quick Service Our Motto; We Print Business and Calling Cards and Cards For All Social Activities."

"I find that the printing and the other part of my business go exceptionally well together," said Mr. Borts. "If a man comes in to buy a newspaper or a magazine he cannot help noticing that I make a specialty of printing cards. If he fails to see the notices on the window or the walls he will see them on the front of his newspaper or magazine, because there is not a single paper or magazine sold without my stamp on it.

The stamp Mr. Borts has reference to bears the following information:

Thank You Call Again
THE CENTRAL BOOK STORE
255 Bank St. Phone Q 5443
We print Business and
Calling Cards while you wait.

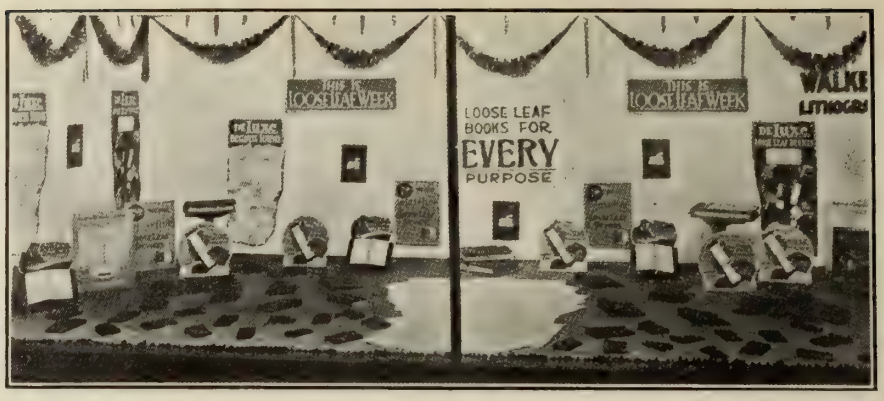
"On the other hand," he continued, "the printing business brings trade to the remainder of the establishment. This applies particularly to magazines. Very few people come in to leave an order for cards without purchasing a magazine or a paper. Of course, I have other side-lines such as toys and rare postage stamps but I do not consider any of these as good as the printing. What I particularly like about the printing is that it is a good steady, all-the-year-round business. I get orders for lots ranging from 100 to 5,000 cards, the average order being for three and four hundred. Some days I print as many as 5,000 cards, but the average day's work is between 3,500 and 4,000.

"I have also gone in recently for film printing and developing, but have not had enough experience with this line to say much about it yet" went on Mr. Borts adding: "What I would like to say, however, is that I think it is a very good idea for the bookseller and stationer to cater to as many of the needs of the public as possible, provided, of course, that there is a fairly quick turnover and a respectable profit."



A good idea of the manner in which C Borts of the Central Book Store Ottawa, Ont., advertises his wares may be gleaned from this reproduction of a characteristic window display. No matter where the eye of the passer-by roams it is sure to rest on posters, cards or streamers calling attention to the fact that business and calling cards are printed on short notice.

There is much to commend the window display of loose-leaf merchandise shown here. Nearly every kind of loose-leaf is placed on view, it will be noted, to catch the eye and strike the fancy, of the passer-by. The books are thrown in the window carelessly but there is no questioning the effectiveness of the trim.



Below the borde dealers in commer cial stationery hav been putting o 'drives' on differe classes of mercha dise. A 'Loose Le Week' has been tri out and has met wi considerable succes Canadian deale could not do bett than get together a fix up something this kind just to 'g the public going.'

Commercial Stationery Never "Dead"

"The Mainstay of Our Business" Says L. P. Twiss, of Hazen-Twiss, Limited, of Saskatoon, Sask.—One of Best Features of This Line is That it is Never Out of Season—Firm Cuts and Punches Its Own Loose Leaf Sheets.

THE building now owned and occupied by the Hazen-Turss Co. Ltd. stationers and booksellers, at 3rd Ave and 22nd St., Saskatoon Sask., was originally planned as a six-story building; and the foundation walls and heating plant are built to these proportions.

If business continues to grow with this firm as it has in the last two years it is not difficult to foresee the addition of those stories that the outbreak of war postponed.

Each month so far has shown a great increase over 1919 and even a gain over 1920, notwithstanding the fact that Mr. Hazen has unfortunately been in search of health in the kindly climate of the Pacific Coast for several months. However, he seems to have found it, and is now back in Saskatoon.

Always in Good Demand

"The mainstay of our business," said L. P. Turss, in discussing business with Bookseller and Stationer, "is commercial stationery. The line is the staple always in demand—never out of season and never dead."

The firm does its own cutting and punching of loose leaf sheets, buying the paper flat.

Hazen-Turss have also recently been appointed agents for all Saskatchewan for a letter duplicating device. By concentrated effort a surprising number of these machines have been placed and, naturally, the weight of paper used for duplicating has enjoyed a tremendous increase in sales.

School books are carried, too—a convenient-sized pocket catalogue having been prepared and distributed to all incoming classes in public and high schools.

As showing the unnecessarily high stocks carried for the last few years Mr. Turrs pointed out that although the firm's purchases since January, have been almost negligible, the turnover has been maintained as high as last year and still an absolutely comfortable stock remains. Such small purchases as have been made have been merely to complete an assortment.

Nine Years In Business

The business was commenced in 1912, both partners have travelled for the same manufacturer of office equipment —one in Manitoba and West, the other on the Atlantic seaboard.

Business has continued to grow till the present time, though Mr. Turss says that the next two months will be quiet. The prospects for splendid crops are very encouraging and the whole of the prairie business system, as Mr. Turss expresses it, will live now "on suspended sentence", until the crops are actually in the elevators.

MONTREAL FIRM HAS FINE DISPLAY OF INKS.

(Continued from page 27)

tive looking at all. I, for one, would appreciate a photograph that would give some idea of a standardized ink display proposition where you could keep your stock sorted and in order in a halfway respectable manner.

And in refering to the question of using ink as a leader Mr. Brockett continued:

"I would like to say this in that connection—that instead of having leaders, if we would use ink or any other commodity, and have an ink week, we would bring out the ink matter, and then we could sell ink for that week and specialize on it without cutting the price. If we use it as a leader, people expect a lower price on it, whereas, if we have an ink week or any other special, we can sell without cutting the price, and at the same time bring it to the front."

A Discussion on Price

"I do not believe the price of ink has anything to do with the question of selling ink at all" is the opinion on this question as expressed by Mr. Tuttle, another "progressive" in the business. "For the first five years we were in busines he said "we sold ink at 75 cents a qua and every other dealer in the town sc it at 65. Anybody, who bought a quantity we charged ten cents more th any other dealer in town; we get $1. for every quart that goes out, one or dozen; if a man wants to buy ink a comes into your store he doesn't questi how much your price is, or how mu cheaper he can buy ink from the oth fellow. You may have a large corpor tion that buys six dozen or a gross, a it always expects to get a cut in pri but the man who comes in to buy a p or a quart, you don't have to sell it him for $1.15, but get your $1.50 or $1 just as easy by saying, "That is t price."

Conquered Funk in War

Wilfred Owen, whose "Poems" p lished by B. W. Huebsch have been g erally received as the greatest that h survived the war, was killed as he led s company across the Sambre Canal n November 4, 1918. "He was," s s Middleton Murry, in a long article n Owen in The London Nation, "beyd all other poets, dedicated to the w By how great an effort of will e achieved his purpose we may judge fr n the story lately disclosed by Scott Mcrieff, who was his friend. Owen w s sent home in June, 1917, because is nerve had failed, and he was no lon r considered fit to command soldiers n the field. Not for fourteen months was his desire to be sent out again satisfd. Almost immediately he won the Military Cross for gallantry."

Out of the Ordinary

"Josiah's Wife," by Miss Norma Ir imer, will be published shortly by Stanley Paul & Company. In view of e authorship it goes without saying t it is a story quite out of the ordina

Results from Display of Cash Boxes

This is Not a Line For Which One Would Expect a Demand Might be Created but James Cook and Sons of Toronto, Ont., Disposed of Six High-priced Metal Receptacles the First Day the Window Was Trimmed—Orders Today Are Smaller but They Come in More Frequently.

CASH BOXES are not things that are bought every day. In a sense they might be looked on as a necssity but as a general rule they are ooked on more in the light of luxures. At any rate they might not be exected to sell even on display as readly as many other lines but such is the elling power of a window that on the irst day a display of these boxes was ut in the window of James Cook and ons, stationers and dealers in office upplies, 77 Bay Street, Toronto, Ont., o less than half a dozen of these highriced boxes were disposed of.

"We get quite a bit of business out f our windows" said James P. Cook in alking over things in general with the ditor of "Bookseller and Stationer." He dded: "We never put in anything, no natter what it is that we do not have ome kind of a run on, for instance, ne day last week we put in cash boxes nd it was surprising the business that ame to us through this one display. Every day the boxes were in the winow a number of them were disposed of nd on the very first day we sold half dozen."

Big Run Of Small Orders

"Sometimes" went on Mr. Cook "peole will come in before the window is alf dressed. It just proves that people re always in need of something but hat they do not realize it or forget bout it until the matter is brought to heir attention."

"Cooks" have recently had their windows remodelled and, according to Mr. Cook, the window displays that were fterwards put in paid in short order or any work that had been done.

According to Mr. Cook conditions in he office supplies business just at the present time might be termed good.

"We are not kicking at all" he said. Of course, the "big stuff" is not moving as it might but, while the orders re smaller than usual, they come ofener. As a matter of fact, men who ordered from us in a big way in other lays are giving us now what appear o be small orders. But when we come o check everything up at the end of he month we find that there is not nuch difference after all in what they ordered before and what they are ordering now. Our June business, we may say, was ahead of what we did in May nd July promises to be ahead of June."

Prices Are Holding Steady

James Cook and Sons have been in business in Toronto for but two years et in that time great progress has been made. "Service" is the one word which is being used as the foundation for the business and it is a tribute to the firm that this year they secured the municipality's contract for stationery, sundries, etc.

"The larger firms" said Mr. Cook "are buying pretty much as they were before—the only difference being that they are buying oftener. We are looking forward to September opening up in good shape. Why? Paper, of course, has gone up but outside of this prices have not gone up to any great extent. The prices of the lines we handle have held their own fairly well. People have to have pencils and inks and such things in order to carry on business and firms—no matter what kind of business they do—have to have stationery. They cannot keep going on small-order lots. However, in spite of the so-called business depression we feel very well satisfied with our increases."

At the present time, according to this dealer, there is a general line of merchandise selling. It is a trifle early, of course, for filing material but a great many new firms are starting up in business and, according to Mr. Cook, hardly a day goes by that a set of books is not sold.

"Get The Goods Out"

"The carrying of a complete stock helps us and brings us a good deal of

(Continued on page 34.



Here are a few glimpses of the James A. Cook and Son staff at play. At the top, facing the camera with the baby, is James P. Cook and to his left is C. Papst. In the picture below may be seen Miss V. M. Wood, C. N. Purvis, James A. Cook, S. Holland, C. Papst and Secretary-Treasurer Bell. James P. Cook is holding up evidence as to the truth of his fish stories and in the centre of the last group is James A. Cook. Beside him, reading from left to right are his son, James P., and Mr. P. Bell.

Pencil-Boosting Campaign Urged

Some Thought Being Given to the Suggestion That Labor Day Week be Set Aside For A National Drive on Pencils—Some of Toronto's Commercial Stationers Are Putting Leaded Necessities to the Fore—September a Good Month For Effort.

THE suggestion has been made that Labor Day week in September be set aside as a national display week for pens and pencils, displaying them both together. In both Canada and the United States national display weeks have been staged for one line or another and so sucessful have been these concerted "drives" on the part of the booksellers and stationers throughout the country that the idea has become tremendously popular.

Of course, there is no escaping the fact that if display weeks were multiplied too far there would not be enough weeks in the year for all the lines carried by commercial stationers but certainly pens and pencils should not be overlooked. Every dealer devotes throughout the year a certain amount of time and window space to this line but if a drive were staged and a concerted effort made to call the attention of the public to the economy and satisfaction of using the better grades of pens and pencils these might be brought to the attention of the public in such a manner that thousands might be speedily converted to the use of the better class of pens and pencils.

An Educative Display

At the present time some of the better makes of pencils are on display in the windows of several of Toronto's commercial stationers. Whole windows are being given over to these displays and there is no doubt but that numerous sales will result. For the next month such displays should be timely and particularly so, considering the opening of the schools at the close of the summer vacation, should be any drive on pens and pencils that might be made the first week of September.

Talking of displaying pens and pencils the editor of "Bookseller and Stationer" has in mind a most striking display of unusual educational value. It featured the raw materials of which pencils and erasers are made and showed the various processes of manufacture. Displays of this nature, it must be admitted, attract greater attention than the ordinary type of exhibits inasmuch as every human being is possessed of a certain amount of curiosity in learning the processes to which materials must be submitted before they are finally turned into complete articles. The same spirit that causes a boy to break apart his toys just to see what the inside looks like remains with men in their later years and although it does not take so destructive a form nevertheless persists in that prying curiosity which is the substance of education.

Location of Pen Counter

In a relatively simple article such as a pencil the manufacturing can be easily illustrated in a clear and comprehensive way so that even the layman can grasp it readily and to the full extent. It is remarkable to see the groups that gather around windows of this sort and to note the theory of human curiosity confirmed by actual test.

In a window display such as that referred to above the graphic representation of the various states of manufacture, supplemented with exhibits of the raw materials themselves, and the goods in process, would be sure to cause many inquiries and undoubtedly prove highly effective.

Now the location of the pencils in the store is matter that has given rise at times to considerable discussion. In the majority of stores throughout the Dominion is to be seen near the door a stand or case containing fountain pens. This is because the feeling persists that fountain pens should be handy to the door. The great reason, perhaps, for this is that many of the buyers of fountain pens are business men who are usually in a hurry. The idea of the stand at the door, therefore, is to catch the eye of the person pasing and drag him in, the conspicuous-in-the-doorway stand fairly shouting at him: "Come on in, you can get a pen and get away in a hurry."

Ink for Fountain Pens

And where fountain pens are stocked there should be nearby a bottle of good fountain ink for the use of fountain pen owners. Of course, this ink costs money and a good deal of it will be used but better advertising or salesmanship could not be brought into play.

To "fit the hand of the customer" is another feature that should be emphasized. There are men who are veritable cranks about their pens. Generous and open-hearted they may be to a fault bu just the same they may be as 'pernic ety' about their fountain pens as a s fish child might be with a new toy. N infrequently men are found who keep their desks pens for the use of others b who see to it that their own favorite kept out of harm's reach. Realizing th there is such a trait in men, deale would indeed be well advised to put for every effort to show the seeker aft a pen that the main thing is not ju to sell the pen and get the custom out of the store. Due care should taken, just as in fitting on shoes, th the chances of later dissatisfaction m be reduced to a minimum.

Where "Silk" Pens Are Taken

Many of the most successful pen de lers have at the head of that departme men and women who have been train to be able to make just a slight adju ment in a pen which will make it the hand of a purchaser a good d more satisfactorily than it would in original state. Complete sets of rep tools for repairing fountain pens can purchased and here and there throug out the country are dealers who mainta "Fountain Pen Hospitals". It stands reason that these places would do a b business as a pen that is the least l damaged or 'out of kilter' is usele to the owner whereas it might with t disbursement of but a few cents be eas put into shape by a man who knew t business.

Having Stand Near Door

Regarding the psychology of havi fountain pen displays located near t door there is quite a natural tenden on the part of people leaving a sto to hesitate a moment to see if they ha forgotten anything, and this is a gre moment for suggestion—if there is appeal to the eye immediately befo them in the line of an attractive sh case filled with fountain pens and, sa those new always-ready pencils for whi there has been quite a crop.

The scope of the usage of both fou

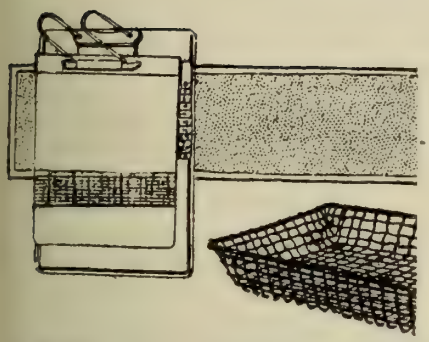
(Continued on page 35)



Notebooks are a ready-selling line and the sort usually sold as stenographers' notebooks may as easily be sold for school use.

Holds Customers Over Half Century

Business Firms That Bought Office Supplies From T. McAuley of Kingston, Ont., Fifty-five Years Ago Are Buying From His Daughter Today—This Class of Merchandise Characterized by Present Owner of the City Book Store as "My Bread and Butter."



WE never experience any trouble in selling office supplies was the statement made to the editor of "Bookseller and Stationer" by Miss. Mc Auley of the City Book Store, Kingston, Ont., and pointing to the shelves behind her she added:

"That's my bread and butter".

On the shelves to which Miss McAuley pointed were day books and cash books, journals and ledgers, loose-leaf goods, filing racks, desk supplies and a hundren and one items of merchandise found in any well-equipped office.

Founder Was Book-Binder

The City Book Store has been in existence well over half a century. Just how many years it has been going it is difficult to tell but the popular belief is that it was about fifty-five years ago that the late T. McAuley started up in business. This veteran bookseller and stationer died only last October. At the present time a daughter is looking after the business, she having been with her father in the store since she was thirteen years of age.

Of course, a factor that has meant much in the building up of the office supplies and equipment department of The City Book Store was the fact that the late T. McAuley was a bookbinder by trade. A son who now makes his headquarters above the store follows the same trade so that anything that is not stocked in the store may be procured just by sending upstairs and placing an order for it.

Why Customers "Stuck"

"Books which we do not stock can be secured quickly in this way" stated Miss McAuley, going on to say that a good proportion of the sales of office supplies was due to the fact, too, that the store was situated well in the heart of the downtown business district.

"People who bought business stationery and office supplies from father fifty years ago are still with us" declared Miss McAuley "and I think a good deal of trade stricks with us because while we show all customers what we think is good we never try to sell anything that is not wanted."

Although The City Book Store is crowded from door to door with merchandise of all kinds it would be impossible to enter the store without noticing the office supplies and equipment on view. One whole side of the store is taken up with this line of merchandise, the shelves being filled with the smaller goods and the top compartment being given over to waste baskets and file baskets, clips and goods of this nature.

Judging from Miss McAuley's experiences and the experiences of others for a salesman to sell office supplies it is absolutely necessary for him to be conversant with his subject.

Pointers for Ambitious Clerks

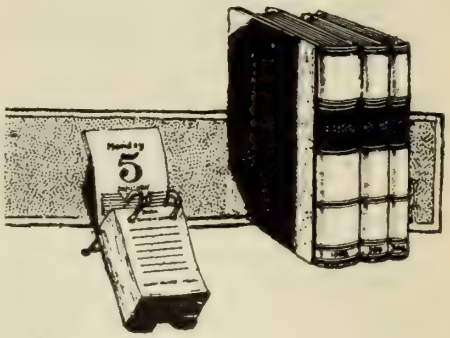
A thorough understanding of the uses and construction of various office and desk implements and miscellaneous items of stationery will always directly benefit ambitious clerks who may possess many of the good qualities of salesmanship, but nevertheless require a better knowledge of the article itself to properly demonstrate it. The best salespeople are always trying to become better ones and will accept suggestions by which to extend their knowledge of the goods.

The ambitious and intelligent salesman may be recognized by his constant and voluntary reading of the trade journals, for they are the necessary vehicles by which he can keep himself fully posted in what is really his profession, namely: stationery salesmanship.

Several years ago a loose leaf company taught salesmen the uses and the construction of their binders, and those who closely followed their printed instructions soon found themselves at ease in demonstrating their product and built up a profitable trade through the knowledge thus acquired.

It is, of course, impractical to establish classes for improving selling knowledge on smaller office devices like eyelet tools, numbering machines, automatic inkstands and other technically constructed office implements known as miscellaneous items of stationery, but even they may grow important enough to make this profitable.

In the meantime there is no doubt but that the best knowledge of the use and construction of desk and office devices may be acquired by a visit to the factory where they are made, and next through printed instructions that could be specially prepared either by the manufacturers or by the association management.



As a rule, in the late summer and early fall all kinds of loose leaf memorandum books, pocket books and individual leather products of every conceivable description have a prominent place in most displays.

Changing Window Displays

Office furniture dealers are featuring at this season, too, single and double flat top desks, hat racks and umbrella stands.

Window trimming is getting to be a real art, and there is a semblance of much friendly competition in evidence throughout the industry. The magazine stationer changes his display as often as he thinks it has served its purpose, and does not let a volume of numerous stocks occupy space in the interior of his store, but arranges his interior displays so as to create a perpetual drain on his entire line. While the average stationer rightly clings to specialization in display goods, some show as many as thirty- eight articles at one time and decidedly to as much advantage while others show only a few. Simplicity, of course, is the idea generally adhered to, but there are some who can inject a real new live brand of pep into a display whether having in mind simplicity or otherwise.

What Census Would Show

Advertising in most any form is that little something that talks for someone, and explains a whole lot. What better opportunity does the commercial stationer want than to have both the chance and privilege of telling the passerby that he has the article he is looking for, and that he has a thousand others which might at some time or other interest him. If a census could be taken, it would be interesting to learn just how many good customers have been induced to patronize a certain stationer, through the medium of having seen that stationer's attractive window display at some time or other.

RESULTS FROM DISPLAY OF CASH BOXES.

(Continued from page 31)

business" he said "and to our new accounts we are, in great part, indebted for the maintenance of our volume. We have four travellers out all the time on their regular rounds and we do quite a bit of circularising. Each traveller takes out with him, as a rule, some little article which he endeavors to make a 'drive' on. They make it a point to always have something to introduce. The fact of the traveller having this sample often calls to mind goods which might otherwise be forgotten.

"The next important thing, I would say, is to get the goods out once the orders comes in. Just now we are selling no inconsiderable quantity of loose leaf merchandise. The demand for this line is fairly steady but it is necessary that a complete assortment be carried. When a man comes in to buy he must be shown a good assortment. Take, for instance, columnar books on which we specialize. We can let customers have books with from one to thirty columns without having to have a special order put in. To do business in this line it is essential, too, that nearly everything obtainable is stocked. Not infrequently a man asks for something that is unusual. If he gets what he wants the chances are that he will stick with the firm that supplied his wants and treated him right in the first place. If he fails to get what he wants he will likely forget the firm that was first in his mind and give his future business to the firm that did not disappoint him.

Cut Prices No "Teaser"

"As far as office supplies are concerned it has been our experience that people are not holding off from buying on account of the price. There is a certain amount of retrenching being done but cut prices in the window do not seem to 'start anything.' No matter how low priced a thing is it is not the rule that it wil sell just because it has been reduced. If a man wants a loose-leaf ledger he wants it and will pay for it but if a man does not want such a thing he will not buy one just because it happens to be a bargain. There are different ways, of course, of catching trade but business seems to be waiting for the man who goes right after it and carries a complete assortment."

"Cooks" enjoy quite a big business in fountain pens, ready-to-use pencils and such goods, due, in great part, to the fact that a pen or pencil can be repaired while the owner waits.

"Our repair deparment" said Mr. Cook "is not a money-maker in itself but its value lies in the business it brings us. People get into the habit of coming into the store and this is a big help."



A. ROY MACDOUGALL

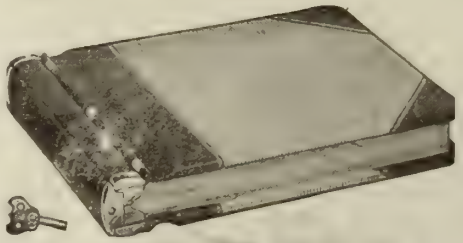
Head of A. R. MacDougall and Company, Toronto, who has been in the Old Country for some weeks, having gone across as a delegate to the international convention of the Rotary Club. Recently Mr. MacDougall had the pleasure of making a dash on Paris in an aeroplane.

C. S. BRAISTED DEAD

The death is announced of Charles Stewart Braisted, secretary of the Eagle Pencil Company, who passed away recently at the Hotel Martinique, New York. Mr. Braisted entered the services of the Eagle Pencil Company as a boy 55 years ago. He occupied several positions in the office until he became secretary of the company in 1885. He was active in business until about three years ago. He was in his 71st year and is survived by his wife.

NOYES AND THE RHINELAND

The book to read again, to review again, and to persuade others to read and discuss, in this present development of the treaty situation, is "While Europe Waits for Peace," by Pierrepont B. Noyes. It is not "another book on the treaty." It is a brief talk on America's relation to the present situation, with a full description of conditions in the Rhineland as Mr. Noyes found them when he was American commissioner there.



Displays of this class of merchandise bring results at all times, for, while a man may not be needing a ledger or cash book at the moment, the display impresses it on his mind that these books may be procured at a certain place.

GOODS NOT MIXED ON DISPLAY TABLES.

(Continued from page 28)

binets, desks, swivel chairs, etc., so that when the time comes for a purchase of this sort, we usually get the order.

"We put a lot of faith in our windows and exercise special care in dressing them. We usually change them about once every week, and in dressing them we are careful not to put too much in at one time. We believe this to be the best policy. We also dress them with a view to leaving plenty of space at the rear for people to see into the store."

Talking of loose-leaf goods, the question arises: "Do window trims help to sell loose-leaf merchandise?"

Like Winking In Dark

"To do business without advertising is like winking in the dark: you are the only one who knows it," is the reply made by one dealer, going on to say: "Window display is without question the most appealing form of advertising. There is nothing which can be quite as attractively arranged and which is more appealing to the average business man than loose-leaf systems. Make this a cardinal rule—never dress a window without at least some suggestion of loose-leaf forms and at frequent intervals devote an entire window to loose-leaf. Then, watch your sales go forward.

"Certainly," says another, "window trims help to sell loose-leaf goods. Window demonstrations are valuable in educating people as to the uses of loose-leaf. The window display creates a mental record which the passer-by files away for future reference. Often a window display will instantly convey an idea which would require long explanation by a salesman. A well trimmed window is a twenty-four hour a day salesman. It talks quickly and convincingly.

"We believe we get better results from window trim and store display than any other class of advertising" is the reply of still another who continued: "In our loose-leaf display we feature forms and systems. We watch the results of our advertising very closely, and increased sales during the time certain lines are featured in our window and store displays, convince us that this advertising pays better in proportion to its cost than any other."

These were some of the replies made to the question presented by the Wilson-Jones Loose Leaf Co. of Chicago.

A THREE YEAR'S RUN

Statistics recently prepared by the Publishers' Weekly show that for almost three years a book by the late Mrs. Eleanor H. Porter was listed every month as one of the best sellers. During the twenty-five years the statistics cover, no other author approached this record. Mrs. Porter is represented by three different titles. She also received many letters—sometimes one hundred in a single day.

Opportunities In Office Furniture; Model Office Makes Good Impression

THE OPPORTUNITY for developing business in office furniture is so great that it is a bit beyond comprehension why the dealer who makes no effort at all to carry office furniture stock, will not right-about-face and give it the proper place in his store and work the field for all it is worth.

This class of equipment is bulky of necessity and takes up so much store space that the stationer especially is frequently unwilling to show it on his main floor, merely because he feels he lacks the space to do so properly. In such a case it would seem that the space employed by a model office on the first floor, which would include a desk, table, suitable chairs, costumer or wardrobe, waste paper basket, telephone and desk accessories, etc., would be well paid for in the advertising which the furniture department on another floor would receive through such a lookout in a conspicuous place. The arrangement of such a model office should be changed from time to time so as to avoid a cut-and-dried appearance, and to keep the regular customers of the store and the store salesmen from regarding it as a fixture and coming to neglect it or give it only casual attention.

A model office thus shown should, of course, be nearly as complete a working office as possible, and should be arranged in a suite so that each piece would harmonize with all the rest of the equipment. This makes a far more desirable arrangement and a better impression on visitors to the store than to have several pieces promiscuously exhibited.

It is certain that if the stationers who handle office furniture at all, or those who are about to put in a stock, will consider this suggestion and adopt it wherever possible, they will find that it will bring them good returns and will repay them for the effort and the space a model office takes up.

There is a certain advantage in having a model office upon the first floor when the stock is kept upon another floor. The dealer acutely realizes that all his stock must move, else some departments will show a loss. An office furniture buyer is always a buyer of other things in the office equipment store, and one having a model office upon the first floor cannot avoid taking him through the display office and from thence to the second floor if he is a purchaser of office furniture. En route he will assuredly pick up ideas from the stock on display if he is at all observing and most men are observing in those things in which they are interested.

The profit upon an initial equipment of office furniture, of course, is a consideration which the salesman has first in mind, but the sale once made this becomes secondary to subsequent purchases if the customer is properly cared for.

A BRANCH IN TORONTO

"Pitman's" now Established at 70 Bond Street, Toronto.

Following close upon the removal of the London establishment of Sir Isaac Pitman & Sons, Ltd., from Amen Corner to Parker Street, Kingsway, announcement is made of the opening of an additional branch overseas to deal with the growing demands for the firm's books in Canada as follows:

"Commodious and very conveniently situated premises have been secured at St. Martin's House, 70 Bond Street, in the heart of Toronto, which is the most important business centre of the great Dominion.

"For many years the firm's Canadian interests have been in the hands of wholesale agents: The Commercial Textbook Co., and the Copp Clark Co., both of Toronto, and the pleasant relations that have existed between these two well known Canadian publishing houses and the Pitman firms will be continued with them under the new arrangement for dealing with all Canadian business on the spot.

Extensive stocks of all books will be carried at 70 Bond Street, Toronto, representing all the firm's thousands of shorthand, educational, commercial, legal technical and scientific publications. The new premises are equipped with comfortable reading room accomodation, where the many Canadian friends of the Pitman firm will always be welcome, as well as any who have an interest in the class of books published.

PENCIL BOOSTING CAMPAIGN

(Continued from page 32)

tain pens and propelling pencils is enlarging every hour and there are very few children who do not have these in their posession. There are very few women, too, who do not have a fountain pen or a propelling pencil in their handbags. Publicity has, in a big way, created the general demand for ready-writing 'weapons' and there is no doubt but that the possibilities to the stationer in this line are enormous.

HITS WINDOW LIGHTING

Systems Many Toronto Merchants Use Declared Ineffective

Sixty per cent. of Toronto's commercial display windows are very badly lighted, declared Frank Groom, electrical engineer, who recently returned from Cleveland, O., in addressing the Illuminating Engineering Society at the Engineers' Club of Toronto. In Cleveland Mr. Groom has been directing an electrical campaign, the results of which were reported to have been excellent.

Mr. Groom frankly criticized Toronto storekeepers' lack of taste and foresight in window illumination, and his opinion, expressed before an audience of fifty or sixty electrical engineers, was that Toronto on the whole was very badly lighted, so far as its shop windows were concerned. His principal criticism was that the apparent objective of the business man was to create a glare which would outshine that of his neighbor.

He criticized the strong, unprotected nitrogen lamp window illumination as so dazzling as to repel customers. The source of illumination, he said, should not be seen at all, the light being gently reflected on the goods from above.

PSYCHOLOGY FOR JAPANESE

Professor Joseph Jastrow's "The Subconscious„ (Houghton Mifflin Company will now appear in Japanese. The translation is being made by a celebrated psychologist, the editor of the Japanese Journal of Abnormal Psychology. The book has already been translated into French and will be soon into German.



This is a picture of the employes of the Hay Stationery Company, London, Ont., taken at their picnic recently at Port Stanley. The picnic, according to President J. B. Hay, "was an entire success from every point of view."

"Pens We Have Met"—Just a Few Facts

THE following article from the Los Angeles "Examiner," entitled "Pens We Have Met," describes some pens which the manufacturers do not catalogue!

The party who invented the postoffice pen probably had some idea in mind at the time, but he forgot what it was before his invention was completed.

Somebody has said that the pen is mightier than the sword. This is true of the postoffice pen. You can open a can of oysters or pull tacks out of the parlor carpet with it. In fact, you can do almost anything with it except write.

After you have taken the postoffice pen and scraped the rust off it with your jacknife, you discover that there is no ink in the inkwell, so you cannot write that message on the back of the postcard to your girl back in Wichita. She finally makes up her mind you are dead and she marries somebody else—all because postoffice pens won't write.

A great many people try to do their writing in postoffices. They never seem to learn that it can't be done. Of course, one may take his own fountain pen with him, but if he is the owner of the average fountain pen he is so busy bailing the ink out of his upper left-hand vest pocket that he hasn't time to write letters.

Another famous pen is the hotel register pen. If there is any time when a man tries to be particular about his writing it is when he is signing up for the front room and bath. He makes up his mind on the way to the hotel from the depot-hack that he will sign his name "J. Wombat Wimbleton, New York City," in large, coarse letters so all who run may read. A bold hotel signature usually finds its way into the local newspapers. He expects to get a stub pen, but the clerk, who has sealion hair and aesthetic tastes, hands him a fine Spencerian that makes a mark about as bold as a flea's eye-lash. It sputters and sputters and stutters and nobody knows whether the man who has just registered is J. Wombat Wimbleton of New York or J. Wesley Westinghouse of Newark.

The pens that one finds in the banks are, of course, dignified and clean. They change the pens every Wednesday and Friday. The only trouble about a bank pen is that it is always the wrong kind. It is stiff and unyielding and one never can make the old signature look natural.

THE LATEST IN OFFICE EQUIPMENT

The "Litle Major" Labelling Clip made its initial bow to the trade during the past few weeks through the medium of full and half-page advertisements in the leading trade magazines and an attractive broadside mailed direct to the stationers.

That it is destined to be a success is attested by the fact that a steady stream of orders and inquiries have



been pouring into the office of Boorum and Pease Company since the advertising first appeared.

The necessity for an efficient device or method for labelling open back ledgers and binders has long been a keen one but with the advent of the "Little Major" Labelling Clip this necessity vanishes.

The "Little Major" on the backs of open back ledgers and binders makes their identification readily distinguishable and eliminates the slipshod and haphazard method of stenciling their backs with ink, or the pasting thereon of gummed labels. They are made of cold rolled steel with a high nickel finish and the flanges are perforated so that once the clip is inserted it cannot fall off or be removed without opening the binder. Once put in its place it stays put, so that the user may feel perfectly assured that when an old record is needed it will be immediately available.



The "Little Major is being offered to the trade at a price which will enable the dealers to retail them at a remarkably low price.

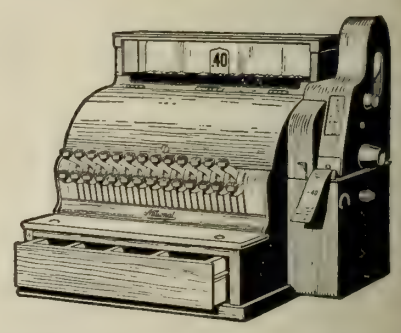
BISSELL'S TOY SWEEPERS

After an absence of about three years from the market, there is again a line of toy sweepers bearing this familiar trade name. It seems that it became necessary for the Bissell Company to discontinue their line of toy sweepers during the war in order to properly take care of the demands of their regular carpet sweepers and to produce certain government orders assigned to them.

They state that they have been experimenting for some time to produce a very superior toy sweeper at such a low price that it would have a wide sale, and they seem to have succeeded, for they are now announcing two new models which are described as being most attractive in design and finish and of excellent construction.

These new Bissell toys are made along entirely new lines in many respects and the installation of special machinery and manufacturing processes for big production is counted on to keep the costs down to a point which makes their low prices possible. Each Bissell toy sweeper placed in the home is an ever-present suggestion to the mother for acquiring or continuing the use of the regular Bissell carpet sweeper.

One of the models called the "Little Daisy" is 7 inches long with a 24-inch handle and is finished in deep blue. The "Little Queen" is more finely finished in a grain mahogany effect with gilt lettering, etc., and is a little larger.



This is the new Class 1100 *machine which has just been placed on the market by the National Cash Register Company. A description of this machine, which is a low-priced, high grade register issuing a receipt with every transaction, was given in last month's issue of "Bookseller and Stationer."*

Says Retailer is Playing a Lone Hand

"So Far as the Price of His Commodities is Concerned," Argues John O'Connor, Manager Of Big Toronto Firm—Tells How Trade Suffered From Interference During Period Of Price Spiral Activity.

IT REQUIRES some courage and a large degree of self-restraint to avoid blaming the other fellow for conditions that strike at one's business activities, declares John. O' Connor, manager of the Murray-Kay Co, Toronto, in discussing business conditions. He goes on to say:

There's a glory that comes of self-analysis honestly applied, but most of us prefer to coddle the personal ego and set up the other fellow as the one to be condemned—all of which is leading up to the situation so apparent at the present time wherein the retailer is being made the scapegoat of a strong undercurrent of resentment for his alleged refusal to reduce prices.

Placing of Responsibility

Whether those who are all too frequently endeavoring to place—among other things—responsibility for the unemployment evil on the shoulders of the retailer have any serious or real grounds for their line of propaganda is difficult to determine, for it must be admitted that no specific instances of retail profiteering have been brought into prominence; but the propaganda, nevertheless, bears the stamp of authenticity because of its endorsement by men in high posi tions. When linked with the idea that, because of high retail prices, commodities are not moving and manufacturing plants are silent, the propaganda takes a slant that will work serious harm if not checked.

The Chief Price-Raisers

The public undoubtedly has suffered through the so-called "vicious" circle of expanding prices which eventually got out of control, but—let's see who were contributory to the inflation? Is it not fair to assume that those two highly organized entities, if I may call them such, Labor on the one hand, Capital on the other, were the two great factors in the production costs?

Throughout the period of price spiral activity the retail trade was the one that suffered from interference to an extent that gave many a retailer an almost hopeless outlook.

First we had the Board of Commerce insisting on a margin of profit entirely inadequate to the proper financing of the average business. Next we had the luxury tax with the arbitrary enrollment of all retailers as tax collectors without fee or reward. These two Governmental handicaps on retail distribution, had they continued long enough, would have sent many a sound business to the scrap-heap.

The Hysterical Merchant

After having successfully combated the handicaps referred to above, the retailer now finds himself charged with arbitrarily holding up prices—a charge impossible of proof and wholly ridiclous, for there is no other line of mercantile activity that stands so aloof from organized action as does the retail trade.

Every other department of business effort has its trade organization—ostensibly for the purpose of preventing demoralization—but in the last analysis one is led to the conclusion that the stick-together spirit prevents many a break in prices that might occur if things were different.

The retailer plays a lone hand so far as the pricing of his commodities is concerned. His ambition is to attain prominence as a merchant giving the best value obtainable anywhere. Occasionally he breaks into hectic merchandising by slashing prices below replacement costs. In such cases he is merely hysterical and is not contributing to the welfare of his community when he does the reckless things, even though a few seem to benefit temporarily by getting goods for less than their worth.

Fierce Competition Always

I am interpolating this sidelight on retailing in proof of my contention that no combination exists for the holding up of prices in the retail trade.

In no other line of business is there to be found the fierce competition that governs retail activities. This competition is an absolute guard against exorbitant profits by the retailer, and so long as retailers are determined to conduct their businesses free of secret agreements or understanding with respect to prices the public can rest secure in the knowledge that it will never have to pay more than a fair margin for the retailer's profit.

The whole system of retailing is modelled on the plan of not how much, but how little can we quote. Indeed individual retailers from time to time have used their great abilities and have spent money freely to secure legal judgment enabling them to sell below fixed prices. This is a matter of record in many courts.

Where Consumer Wins Out

The public's ability to pay has never entered in a large way into the retailer's curriculum; rather has he devoted himself to the pulling down of costs, thereby giving the ultimate consumer the benefit of highly trained merchandising ability. It is a matter of every day occurrence that retailers are in conference with manufacturers closely analyzing commodities and endeavoring through the placing of large orders, to cut production costs. This all works in favor of the consumer, for the retailer passes on whatever benefit he is able to secure from reduced production costs.

The retailer is the last link in the chain—producer to consumer. The price the retailer pays must absorb all the costs and profits which Labor and Capital think they are entitled to. If these have been more than is necessary, it is the combination of Labor and Capital that should answer at the bar of public opinion.

Prices Below The Level

The retailer can place his margin of profit only at a point in line with what his competitor is willing to accept. Let me emphasize again the retailer's position—at the end of the line. In order to get goods to sell he must pay the price, or rather assume the burden created by those who brought the commodities to the finished state; and may I conclude with this statement:

The spiral of retail prices never climbed to the heights—proportionally, I mean—of manufacturing costs. Today prices at retail are fixed below the level of what should be secured in order to show a fair return to the retailer. I think most retail organizations can bear me out in this.

LOCATION A BIG FACTOR

Of course, it is not every dealer who has the right location for the selling in quantities of office stationery and supplies. But many are suitably located.

In small town or country districts the possibilities are enormous and the same might be said of the store that is in a business district or in close proximity to office buildings.

Every live business man naturally wants to increase his business, especially when he can do so without running up his overhead expenses, and by looking around for good side-lines he can often accomplish this. At any rate, it costs nothing to think. And where there is a possibility of making money, the bookseller and stationer should not in this year of strenuous salesmanship pass up anything that might mean dollars and cents.

Factors Underlying Store's Layout

"Building, Equipment and Merchandise Do Not Make A Successful Store Any More Than Men, Guns and Munitions Make A Victorious Army" Declared T. L. Arnett in Addressing Saskatchewan Merchants in Convention—Customers Should Be Enabled to Purchase With Least Effort and in Shortest Possible Time.

THAT proper store equipment adds to the prestige of a store, keeps the goods in perfect condition, displays the stock as it should be displayed, increases sales and reduces labor costs was the gist of an address delivered by T. L. Arnett to the Retail Merchants' Association in convention recently in Regina, Saskatchewan. Mr. Arnett pointed out that proper store arrangement is essential to efficient public service and has a decided effect on customers. His address is reproduced in part as follows:

When you want heat you build a fire. If you want to make money in your business, create the fire of service to your community and the warmth of profits will be your reward. Profit follows service as day follows night. The man who accepts his business as a sacred trust and discharges his responsibilities justly will receive honor and riches in abundance.

Arrangement of Merchandise

Proper store arrangement or layout is essential to efficient public service. The customer should be enabled to purchase requirements with the least effort and in the shortest length of time. People know what necessaries of life they require so less prominent position in the store can be allotted to such goods. Prominent positions and display should be given to merchandise for recreation, adornment or luxury. These are the things which lift us above the common level. All who can afford them should buy them.

If a customer comes into your store it should not be necessary for him to ask you whether or not you stock the line of merchandise which he wishes to buy. If a customer leaves your store with money in his pockets and walks into another store and completes his purchase or sends to the mail order house for the balance of his requirements you have failed to create the fire of service and you have missed the warmth of profits as your reward.

Principles Underlying Layout

The arrangement of the merchandise in the store is called the layout of the store. It determines the placing of your shelving, counters, underlying principles which must be observed in the layout of a store. Men, guns and munitions do not make a victorious army, neither does a building and equipment and merchandise make a successful store. In laying out a store we must consider the principles to be observed in order that the store layout may contribute its share to the attainment and maintenance of your service and profit. The principles underlying the layout of a store are inherent in the nature of the merchandise, the customer and the working force. I will state these principles without much comment and will leave them for your discussion.

Three Principles Explained

1. Place long profit specialties in prominent display;

2. Place men's goods near the entrance, —the specialties most prominent.

3. Place staple lines departments in less prominent positions, in such a way that in order to reach them men will have to pass through the men's departments and women will pass through the long profit specialties department.

These principles are governed by the very nature of merchandising; they will apply equally to the smallest village store or the largest departmental store on the continent.

Along with the discussion of the layout of a store, the nature of the equipment must be discussed. Appearance, as well as use must be taken into consideration. The merchandise should be featured, fixtures should be unobtrusive. If the dirt of your store and fixtures, or the uncalled-for elegance of your fixtures attracts the attention of your customers their mind is centred in the wrong place. It should be upon the merchandise.

Equipment Of a Store

The purpose of store equipment is threefold:

1. Care of stock: The first care in designing fixtures should be to have a place for every item of the stock. This assists in giving a definite knowledge of the stock and tends to keep the stock well assorted;

2 The second purpose of fixtures is to reduce labor costs, by a proper arrangement of stock and display. The quantity of labor required per thousand dollars of turnover can be reduced.

3. The third purpose of store equipment is to increase sales. Proper store equipment will increase your sales by helping you render a bigger service to your community. If you can feed your community with the right kind of food, dress them in the right kind of clothes, furnish their home in good taste, you will soon forget your competition. You will have none.

Proper store equipment will help you to do these things. It will add to the prestige of your store, it will enable you to keep your goods in perfect condition; proper equipment will so display your stock that you will have satisfied customers and your bank account will show you that you have made $2 grow where there was only $1 before.

The Retailers Status

The retail merchant is an important link in the economic chain of distribution. Capital and labor would not avail much were it not for the retailer who distributes the manufactured goods to the ultimate consumer. Goods piled in the factory warehouses are useless. The consuming public alone gives them value. The people of town and country would soon sink to primeval conditions of barter unless the factory products were easily available. The retail merchant is responsible for bringing the results of labor and capital to the ultimate consumer to the advantage of both the manufacturer and consumer. With the retail merchant lies the responsibility of caring for the wants of his community. If his work is well done, food, raiment, shelter and the luxuries of life are freely distributed making for community content and happiness.

How Success Is Achieved

Merchandising is a study more interesting and profitable than any other subject to the man who is prepared to concentrate on it. We can not reach perfection in it but we can strive for an ideal. The successful man is one who has tried not cried; who has worked, not shirked; who has shouldered responsibility, not evaded it; who has gotten under the burden, not merely stood off looking on, giving advice and philosophising on the situation.

This is going to be a good year for thinkers and workers and remember the law: according as you serve your community so shall your profit be!

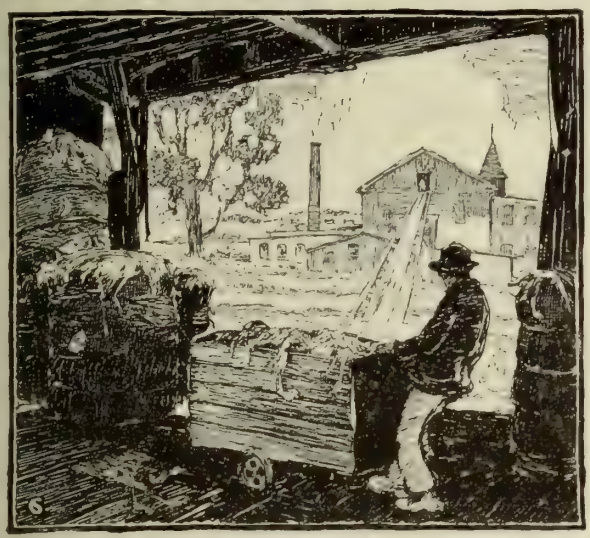
LIQUIDATION OF ROYALTIES

Frederic Fenger, whose "Golden Parrot" was recently published by Houghton Mifflin Company, calls his house in the country "Rum Gagger Farm." "Rum gagger" is an old expression for one who gags, or spins, improbable yarns in the hope of receiving a shot of rum for his trouble. Undoubtedly there are authors to-day who would not mind receiving part at least of their royalties in some such liquid form.

WELDON ROBERTS
Rubber Erasers

The completeness of this line makes it unnecessary for the stationer to carry any others.
Besides, there are no better erasers.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.



The Rag Receiving Room *Series 1*

"From Rags to Writing Paper"

Rags. High Grade writing papers are made from pure white garment cutting, drawn from the manufacturing plants of the world--these are sorted, classified and shipped to the mill in uniform qualities. Expert grading of rags ensures superiority of paper stock.

A Brochure of manufacturing illustrations--"From Rags to Writing Paper"--will be sent on request.

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Mills at St. Jerome, P.Q.
and Mont Rolland, P.Q.

Makers since 1882 of Superfine Linen Record and other High Grade Papers

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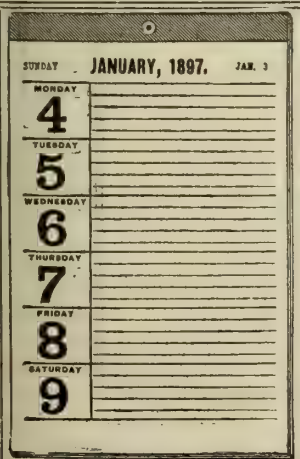
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WEEKLY MEMORANDUM
CALENDAR PADS

FOR 1922

THE OLD RELIABLE -- 32nd CONSECUTIVE ISSUE

WILL BE READY ON AUGUST 15th, 1921

THE COOKE & COBB CO.

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What Every Merchant Knows--

is, that "M. & V." Carbons and Ribbons are the best to carry in stock.

Your repeat business depends upon the class of carbons and ribbons you handle. If you choose to stock "M. & V." brand you are sure of having a quality line of carbons and ribbons that will turn over rapidly and keep your patronage on the increase.

These carbons and ribbons possess a lasting transferring quality.

"M. & V." have been on the market for several years and may be obtained from your jobber.



MITTAG & VOLGER, Inc.

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LOOSE LEAF METALS

SECTIONAL POST METALS WITH OR WITHOUT METAL HINGES, LEDGER METALS, TOPLOCK METALS, AUTO SLOT METALS, INDEX TABS, GUMMED SHIELDS, GOTHIC TABS, CHICAGO SCREWS, MILLBOARD, Etc.

Binders Made For The Trade

W. V. Dawson, Limited

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The Erasers that Sell on Sight

Meet the Demand For Good Quality

by stocking the

"COLONEL"

BRITISH MADE
PENCIL & TYPE

ERASERS

The World's Best

Live stationers are stocking the "Colonel" Erasers because they can be offered with every confidence as to the reliability of the Rubber and its effective erasive quality.

Their Superior Ingredients Guarantee Eraser Perfection

Pencil Erasers, Usual Sizes



White, Pink and Green

THESE ARE MOST SYMPATHETIC IN ACTION

Quick but Not Harsh on Paper



Made in Circular, Hexagon, Triangular, and Bevel Shapes

"COLONEL" TYPEWRITER ERASERS ARE UNEQUALLED IN QUALITY.



BEVEL INK AND PENCIL ERASERS.
Made in three sizes and most convenient for office use.

"COLONEL" GREEN TRACING ERASERS.
For use on Tracing Cloth. Two sizes.

Also
WHITE AND CARMINE PENCIL BEVELS, and Combined Ink and Pencil Erasers.

Supplied Through Jobbers.

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Sole Manufacturers
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Contractors to H. M. Government Departments.

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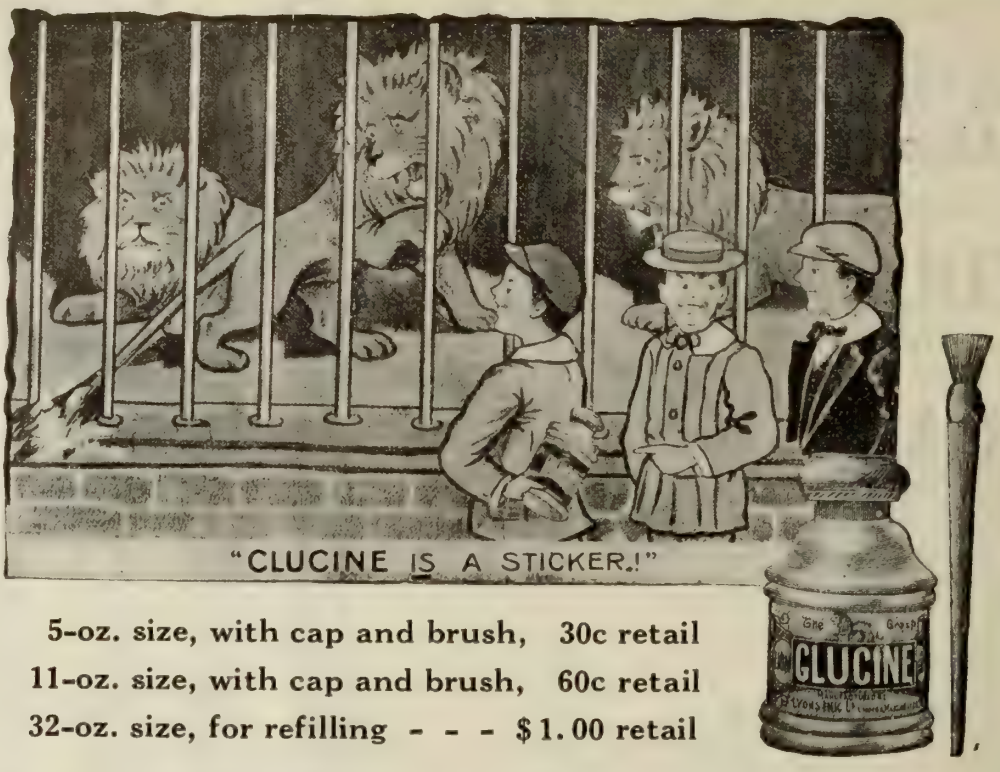
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Manufacturers of Lead Pencils in Canada Completely.



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Guaranteed against going bad—never dries up; is always sweet and clean and ready for use. **School Boards** adopt it wherever it has been submitted to test.

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Now Carried in Stock in 5's, 10's, 20's and 40 Stick; also Perfumed Wax

LYONS B B Writing, Scarlet and Fountain Pen Ink stocked in Toronto

Manufactured by LYONS INK, LIMITED, MANCHESTER, ENGLAND

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MENZIES & COMPANY, LIMITED

439 KING STREET WEST, TORONTO

A Personal Message to the Canadian Stationery Trade

WE take pleasure in announcing that **Menzies & Co., Limited** of Toronto, now have the exclusive Selling Rights of *The Pencil Exchange* products in Canada and Newfoundland. It will be to your interests to investigate the merits of these products. We know that you can increase your sales and profits by making this line your leader.

The high quality and low price of these pencils will convince you of the necessity of stocking them immediately.

Write to-day to your wholesaler or inquire from the wholesaler's representative regarding this line.

Watch for further announcements in this paper concerning the individual merits of these products.

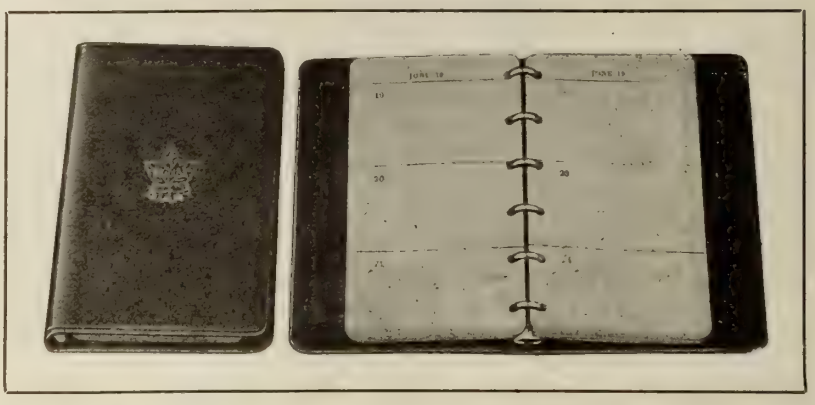
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Is YOUR Stock ready for Fall Trade and the Christmas Rush?

Stocks all over the country are low—lower than they have been for years. Consumers are demanding prompt deliveries.

Can You fill their Orders?

or must you send to the manufacturer or jobber and have it sent on by mail or express?

Loose Leaf you should stock in reasonable quantities all the time are:—

Memo Books	Price Books
Diaries	Ring Books
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These are sold in every Stationery Store the year round.

GOOD PROFIT

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FROZEN INK

Brings forth Hard Words-

Blizzards and fast freight—ice and INK—don't run together. When snow storms tie up trains and the mercury drops below zero, is not the best time in the year to be having Ink shipped to you.

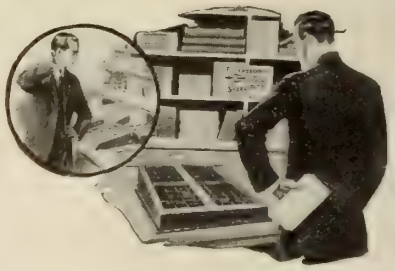
THIS is fine weather for shipping Ink, and we have ample stocks of WATERMAN'S IDEAL INK—all colors and in all size containers. Check up your stock and send us your orders for Ink to carry you through the next seven months, including the extra calls for Ink that you will have when schools open in September and when the Christmas holiday season is on.

WATERMAN'S IDEAL INKS are perfect chemical compounds; non-corrosive and free of sediment; uniform in flow and consistency; permanent in record properties and practical for all writing purposes. Blue-black, Green, Violet, Jet Black and Red—in convenient bottles—desk style for self-filling pens—desk filler—travellers' filler—and in pint, quart, half-gallon and gallon bottles.

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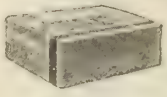
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Carries plenty of ink, writes with little effort and allows of individuality in the stroke of the hand.





A Neat Pen Display Will Build Other Orders

The Esterbrook Display Case allows an orderly counter with a wide choice of the most popular pens in the world handily placed for ready sales.
And it saves counter space, gives good display to a full assortment, cuts down the total tied up in stock and makes choice easy.
Sell your customer by the box and speak of Esterbrook by name and number.
We have a plan to build your sales through your Esterbrook Department. Our Dealers' Service can help you. Write us today.



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Esterbrook PENS

The Boston Cutter

CLIPS CUTTING COSTS



This is a low priced appliance made to cut and trim—quickly and neatly—office forms, factory forms, advertising lay-outs, price cards, display cards, photographs, asbestos, tin, thin leather, insulation, rubber fabrics, etc., etc.
The Boston Cutter is of service in the private office, the general office, the accounting, billing, advertising and filing departments, the photo shop, the school room, and numerous other places where it will do the work of a dozen pairs of shears—quicker, easier accurately.

The Boston Cutter

Is made in sizes ranging from 12 inches to 36 inches. The frame is of cast iron. Shafts, studs, and gages are of steel. Balanced handle, mahogany table, draw cut. Knives of best tempered tool steel. Write for Booklets B. and S. We make large variety of power and lever Cutters, Golding Jobbers, Pearl Presses, Official Presses, etc.

Golding Manufacturing Co.
Franklin, Mass., U.S.A.

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Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

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Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

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Branches: Chicago, London

271 Ninth St. BROOKLYN, N.Y.

Would Launch Campaign with Meeting

F.F. Appleton Proposes That Booksellers, Clerks and Publishers All Get Together As A 'Starter' In Drive on Sale of Canadian Books— Suggests Competitions and 'Stunts' To Arouse Public's Interest — Some Valuable Suggestions Offered.

NOT in a long time, if ever, has the trade been more interested in anything than the proposal to have a Canadian Authors' Book Week in the Fall. Retailer after retailer has expressed himself as being enthusiastic over the idea and already plans are being made to make this week one of the greatest business-getters in the history of the trade in Canada. F.F. Appleton of Hodder and Stoughton, Ltd., and the Musson Book Company, Ltd., Toronto, has given a good deal of thought to this queston and his suggestions for the conduct of The Canadian Book Week Campaign, which he submits for the benefit of the readers of "Bookseller and Stationer", are presented hereunder. Mr. Appleton airs his views as follows:

To Double the Sales

A short time ago the publishers' section of the Board of Trade of Toronto held a dinner, followed by addresses by J. Murray Gibbon, president of the recently-formed Canadian Authors' Association, and Frederick G. Melcher, editor of "The Publishers' Weekly", New York. Mr. Gibbon outlined a plan for a more intensive cultivation of Canadian readers to double the sales of books in Canada, and also suggested the holding of a adian Book Week" this Fall to ieature the idea of giving Canadian books as Christmas presents, sending them overseas and across the border during the holiday period. Mr. Melcher told of the success of the various Book Week Campaigns in the United States, notably "Children's Book Week", which has become an annnual affair and is rapidly developing the reading of more and better books by the children, who are the booksellers' customers of tomorrow.

As a result of the meeting a new kind of co-operation among author, publisher and bookseller is promised, and with the co-operation of these three groups the Canadian Book Week should be a tremendous success this Fall. Publishers in England and America are eagerly seeking the works of Canadian writers, and the Canadian public are buying more Canadian books than they ever did in their history, which is proven by the remarkable large sales of Canadian books each season. The proposed campaign for Canadian books will get more newspaper and magazine publicity than anything in the history of Canadian bookselling, and needs the co-operation of everyone concerned to realize the full benefit. Co-operation is the least expensive and most important item of the whole campaign, and if committees from the Booksellers' Asssociation, the Authors' Association and the Publishers' Association could be appointed well in advance of the campaign, so that they would work their ideas out jointly, there is no reason why the Book Week should not be the huge success it deserves.

Getting the Campaign Started

Co-operation between the trade in other lines has been an outstanding success. At the convention of the Association of Canadian Advertisers, held in Montreal two months ago, a report was read upon the success which had attended the co-operative advertising scheme adopted some time ago by the paint manufacturers. The paint manufacturers agreed upon a slogan "Save the Surface and you Save All," and have co-operatively carried on a big advertising campaign for the use of paint. A very striking testimony to the value of such a cooperative advertising campaign was the statement that, although these are times in which many factories are closed down and others running short time, all the paint manufacturers in Canada are working to their full time capacity.

Mr. Appleton's suggestions as presented in this article are well worth considering by those in charge of the campaign that is to be put across this Fall to boost the sales of Canadian books. Undoubtedly there are other good suggestions lying around loose among the trade. The editor of "Bookseller and Stationer" will gladly publish or take up with the men behind the movement any suggestion or piece of advice that might be offered.

I believe that the proposed campaign would be put over most successfully if we arranged to have a general meeting in Toronto for all the booksellers and clerks in the city, as well as the publishers, or their representatives. Possibly a dinner could be held, followed by a business meeting. If Mr. Gibbon were present he could tell the meeting of his plan, and suggestions for the Book Week from the Canadian Authors Association point of view. Mr. Melcher could be brought up from New York to tell the booksellers how the co-operative campaigns in the United States have been worked to advantage. At this meeting the whole campaign could be more or less planned, and a circular could be prepared with a synopsis of the Toronto plan, which could be used as a basis for putting over the campaign on a large scale in all other centres. The Canadian Authors' Association have already a very large membership, with branches at Halifax, St. John, Montreal , Quebec, Toronto, Ottawa, Winnipeg, Edmonton and Vancouver. Their co-operation could be counted on in an unusual way in all these centres. They could get and influence a tremendous amount of publicity for the idea.

A window display competition for booksellers and clerks could be held and a suitable prize given. Possibly personal autograph copies of every book featured in the prize-winning window would be an interesting reward, and could be donated by the various publishers of the books.

Mr. McClelland has already suggested a Canadian Book Fair to be held at Massey Hall during Canadian Book Week, as a means of stimulating interest in Canadian books. The publishers or booksellers' display could be suitably arranged in the basement and open to the public each afternoon and evening. Interesting evening programmes held in the auditorium divided into classifications, fiction, poetry, children's books, etc., could be addressed by outstanding authors and should draw large crowds. This plan could be worked in a good many cities in Canada for Canadian authors are pretty well scattered over the Dominion.

In smaller towns the same idea could be adopted, and worked in connection with libraries, churches or young people's societies. If there is no author in the locality special talks or readings could be given.

Booksellers could easily arrange to have authors present at their store during certain times of the day during the Book Week for Introduction to their customers. This would certainly lead to an increased interest in the book store, followed by larger sales of the auhthor's works.

See Authors at Theatres

The committee could arrange with the larger theatres and moving picture houses to introduce a few prominent authors to the audience each night during the week in much the same way as they introduce moving picture stars. A slide featuring Canadian Book Week could be run at each theatre during the time the introductions are being made. These slides could also be supplied to the smaller theatres.

To interest boys and girls in the movement, a competition for the best bookcase made by a boy, or the best essay on some subject selected for a girl could be manipulated through the schools for publicity and co-operation.

Some arrangement between the publishers, and authors could be made so that

(Continued on page 53)

Now for the Convention in Toronto!

Final Touches Are Being Put on Preparations For First Convention of the Canadian Booksellers' and Stationers' Association—Friday, September 2, is the Date Set—Good Representation is Looked For

JUST HOW many members of the Canadian Booksellers' and Stationers' Association will be in Toronto for the first convention on Friday, September 2, it is difficult to say just now but there is every hope that the trade will be well represnted. This is as it should be. There has been talk of the formation of such an organization for years and now that it is an accomplished fact it is to be hoped that it will get away to a good start.

According to leaders in the business, there is a good deal of work that can be done by the association. James K. Allan of Ireland and Allan, for instance, is of the opinion that the association might do what it can to impress upon the daily and weekly newspapers that reviews of new books should not be considered advertising but as items of news just as interesting to many readers as the report of a sporting event of some kind. Mr. Allan thinks, too, that special book weeks could be arranged at least once a quarter, increasing to once a month as the enthusiasm grows.

Value Of Co-operation

Than the attitude of the individual dealer toward the association that looks after his interests there are few things more important. Co-operation was once considered a valuable aid to business. But it is more than that.. It is a necessity. For one thing conventions lead to a better understanding all round. In many localities two or three dealers in the same district may be nursing grouches but get them out to a convenshould be. There has been talk of the and in nine cases out of ten the differences will all be smoothed away and each will go home feeling that the other fellow is not such a bad sort after all.

Again, the dealer who gives a portion of his time and interest to association work will reap rewards far exceeding the time and efforts he invests. Plans for increasing business can be formulated when dealers get together while the study of the costs of doing business, a consideration of such practical matters as the correct methods of inventorying, handling mail orders and auditing cash sales, and the effort to eliminate unfair trade practices, unfair "knocking" of competitors and other undesirable proceedings. offer a suggestion of the range of possible activities.

For associations there is certainly this to be said: personal contact with one another broadens the view in the conduct of business relations with one another. One of the best methods to secure this personal contact is by such gatherings as general meetings afford; when men of sense meet face to face across either the festive board or in the business forum, they find that instead of being an enemy one to another, seeking to destroy one another, they find that they really have a common interest in each other that many differences that may have existed, and which had in the past caused a loss to both, could be adjusted by a better understanding resulting from individual knowledge of each other. gained by being a member of the Association, by attending monthly and annual meetings.

Commercial Fraternity

Commercial fraternity is a real need to-day, but the man who does not play the game fairly cannot have that fraternity with his fellows, while the man who does, has it in abundance.

The promotion of associational co-operation can be done through local provincial and national organization, and all will serve to elevate the trade's standard of commercial moralty and make possible the stabilizing of prices.

Why should men associate themselves together? Because it is beneficial morally, mentally and financially.

It begets a more clear insight into the moral rights of his fellowmen. It strengthens him mentally to be able to exchange ideas with his fellows.

It helps him financially because he



A view of Exhibition Park, which is always of interest to Convention visitors.

learns ways and means which would not be available if he shut himself up in his shell of lonesome thought.

Further, it is not good for man to be alone. This applies to business as well as sport and social life. No man should separate himself from his fellows. If he does, it is not long before he becomes narrow in his business methods. In time of trouble, and who does not have trouble sometimes? Who can the lone man turn to if he has ignored all his associates in the past?

Confidence Is Keystone

Business men are often their own worst enemies and are responsible for many of the unprofitable conditions they complain of. Possibly some will plead "not guilty," but are they not sometimes contributing to those conditions when they refuse to co-operate associationally with others. Business men must co-operate if they are to be progressive and up to date.

Co-operation is essential to the welfare of any business. It has been said that two men or more who have put their legs under the same mahogany and eaten from the same table are more potent judges of each others requirements than any law court in the land. By what better method can they secure that judgement than by associational co-operative organizations? Confidence is the father of co-operation, and is the principal factor in prosperity.

Confidence is the keystone of associational co-operation.

Confidence is produced by square dealing with one another, without it no individual or organization can continue to succeed.

Confidence backed by co-operation will bring profits all along the line if business men "would come out of their shell" oftener and make the personal acquaintance of their fellows. Men can do business more pleasantly and profitably if they but grant common honesty of purpose to each other in their various conferences.

Men can stand criticism of press or strangers, but dislike to face those whom they meet in business conferences and with whom they have not co-operated honestly and fairly in previous dealings. Continued confidence will, however, overcome such men.

Anonymous Self-Revelation

The author of this anonymous "Journal to Rosalind," a man well-known in politics, in literature and on the stage, was, according to the preface, "a spiritual wreck thrown up by the gales of disappointment on to the rocky, jagged crags of political despair, artistic chagrin and spiritual starvation when he was saved by the love of a woman." "The Journal" is the record of that love. The book has just been published by B. W. Huebsch, Inc.

George Ham's Book of Reminiscences Is Promised for Author's Birthday; August 23 is Date Set by Publishers

THE announcement of George Ham's book of "Reminiscences" to be published by the Musson Book Company in August has caused much interest in newspaper circles. A number of attempts have been launched to secure an according-to-Hoyle interview from the famous humorist and raconteur, but to date the wily colonel has neither escaped or turned everything into one of his peices of inimitable raillery.

When a newspaper man met George Ham, of the C. P. R., on the street the other day, he innocently asked what were the principal momentous questions that were dominating this particular part of the universe, and he was cheerfully told that the weather naturally occupied the first place in the mind of the intellectual and otherwise public.

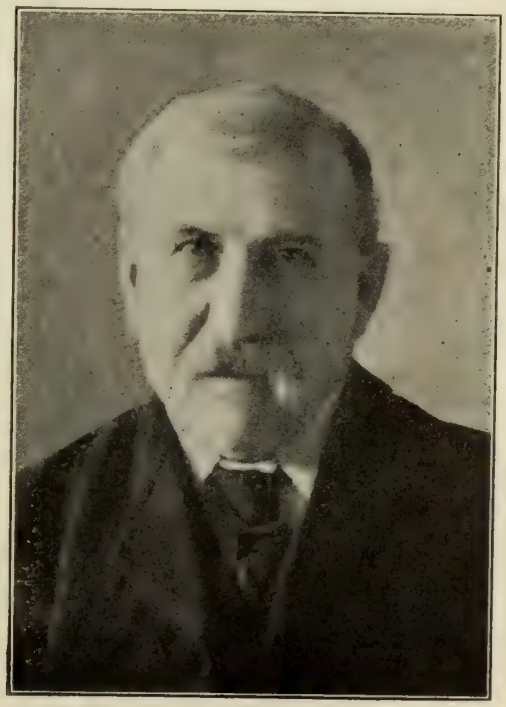
"Any conversation that doesn't include a brilliant if not particularly original reference to Old Probs", said the genial George, "is absolutely and ridiculously incomplete. It is everlastingly the mainstay at every gathering or at casual meetings of two or more friends or strangers, but it leads up to minor topics like prohibition, politics, religion, horse racing and the current rate of exchange or anything else that when there is really nothing to say, helps out. Of course, the late lovely war is almost entirely forgotten-most people don't like to dwell on unpleasant subjects—but, up to July 4, even weather had a close run with another belligerant horror—the Dempsey-Carpentier fistic discussion. Perhaps that overshadowing event put even the weather in the shade, which shows that when the whole world is distractingly disturbed over two men pounding the tar out of each other, our boasted civilization is bringing us to a higher and higher plane every minute. The League of Nations? Well, what about it? The baseball leagues seem to be of more importance."

Then the reporter asked if Mr. Ham thought that the world had increased or decreased in sense of humor since the days he pictured in his recently published reiminiscences.

"Go to, go to," was the Shakespearian reply. "The entire universe was never so bubbling over with real unadulterated cachinnating humor as it is today. You can see it everywhere. Why, right in Ontario a man is fined $100 for having a bottle of cider in his hip pocket, and another person is fined $5 for walloping his wife. Wouldn't that make a horse laugh? Many's the time when I was a kid we youngsters used to syndicate up to ten cents a pail of cider at Sammy Cochrane's cider mill and suck the sparkling beverage through straws and nothing or nobody got drunk except the cider. Now we'd go to jail for it, because goodness knows we never had $100 in those happy days.

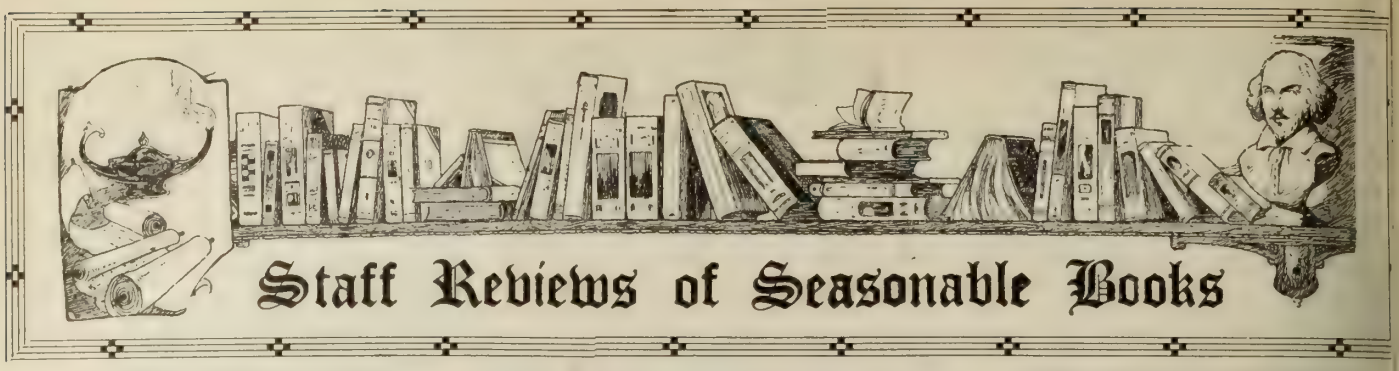
"Did you ever see a stout red freckled faced woman on a sizzling hot day with a red fox skin around her fleshy neck, and the perspiration streaming down her fat florid cheeks, and she looking triumphantly happy because other equally uncomfortable but highly respectable females could only decorate themselves with cheaper skunk skins or dyed rabbits of dyed muskrats? It's a sight for

(Continued on page 54)



This is the famous George H. Ham, whose 'Reminiscences Of A Raconteur" is being published on his birthday, August 23, by The Musson Book Company of Toronto.

This droll humorist is, perhaps, one of the best known of Canada's authors. In other lands Geo. Ham is known as the C. P. R. so closely identified has he been with that enterprise.



Staff Reviews of Seasonable Books

TO FIND WORDS EASILY

Here's an Easy Reference Book For the Child Who Is Weak on Spelling

In the course of the year the bookseller is often approached by fond parents in search of books that will help their little ones at school. In the "Word Finder" (72 cents) the World Book Co., Yonkers-on-Hudson, New York, have just published an aid of this kind. Under the aegis of Hubert V. Coryell and Henry W. Holmes, both instructors in leading U. S. universities, this little spelling dictionary of 150 pages contains all the words commonly used by children and yet limits the vocabulary to one-third the words found in most small dictionaries. With this book the child can determine the correct spelling of a word quickly and with a minimum of effort. It should be of greatest use to the youngster who knows the meaning of a word but yet is unable to spell it. The book is a handy size and well bound—just the thing, apparently, for constant use.

* * *

THE SOUL OF A WOMAN

Mary Briarly Shows the Effect on Four Women of a Big Labor Upheaval

A peculiar story and one calculated to make those who read it indulge in some quiet thinking is "In His Own Image" (The MacMillan Company, Price $2.50) by Mary Briarly. It is a strikingly realistic and matter-of-fact story of American life and the development of the freedom of American women as they are complicated by the labor problem. Four women are woven into the narrative, all tangled in the same net of suspicion and economic pressure, all vitally affected by the same general strike which the author pictures. The depths of the soul of women are described and according to the author, the object of the book is "to set forth sincerely the woman soul of the twentieth century not by exploiting the naked emotions of one woman, but by revealing the aspirations and inhibitions of divers women in their mating and their reaction to life". The fight waged for the passage of the Erb Act—legislation proposed to suppress immorality as a business — is a feature of the story. And all important is the part taken in the fight over this act by the women whose souls are revealed by the author. The hideousness of Bolshevism is exposed during the working out of the plot and towards the end of one of the most interesting, most exciting and most instructive narratives of the day the author makes plain her motive in writing "In His Own Image" when she puts in the mouth of an old senator the following: "I guess wimmen's got same human natur same's the man. I reckon some of them find it mighty hard to be good all the time. We take precious good care to keep our own out of the way of harm but we didn't feel no call to worry about the other fellow's daughter. We've got to get the men as well as the wimmen to thinkin' they can be decent before this world will be a safe place to live in!"

* * *

AMONG NEW YORK'S ARTISTS

Midnight Suppers and Revels Galore in Jane Burr's "The Glorious Hope."

A light easily-read novel for summer reading is "The Glorious Hope" (Duckworth and Company), by Jane Burr, whose "The Passionate Spectator," is known fairly well even on this side of the pond. "The Glorious Hope" is a story of artist circles in New York with midnight suppers and revels and with also a girl's wavering between love and personal ambition. Evelyn Kerwin, the heroine, is a self-reliant young woman who comes to New York to write stories. With never a fear of the pitfalls of the gay metropolis she goes gaily on her way, finally coming in contact with Marj Prouty. A number of male friends drop in and as all are artists their talk and actions are free and easy. Regular Bohemia stuff. Evelyn's sensibilities are shocked but in light and airy costumes all go to a fancy dress ball. Evelyn in short order marries one of the company. Then comes poverty and separation for the husband's good. After many set-backs Eve finds success as a writer of plays and the husband also rises to fame. After many years they meet again. The once-indolent husband has married again but wants to return to his first wife. Realizing that he would become again an idler and a waster Eve casts aside her fongings for love and "stumbles away," far away from the little street into the traffic of a crowded thoroughfare." The book was published in the last week in May.

GIVES FOOD FOR THOUGHT

"The Stairway" By Alice A. Chow Passes On The Impressions of Th Author.

Written in the first person and in th form of a diary "The Stairway" (Th Cornhill Company, Price $2.) by Alic A. Chown is an intensely interestin book containing much food for though "The Stairway" might be described a the record of the people the author mee as she climbs to a viewpoint which illun inates life for her. She finds everywhe people longing for freedom to expre their craving for beauty, for truth ar for love; and upon this universally grov ing recognition that life is more tha any of the forms that contain she builds her hope that the new spir of life now awakening will give birt to a new era of peace and good wi Miss Chown tells how freedom may b gained through very simple experienc by constantly choosing to do the fr act which. often takes the courage ne essary to remove mountains. The narra tive begins in Lakeside, Canada, pass to the big American cities and then bac to Toronto. There is, as a matter of fac enough 'Canadian' about the book make it more interesting to Canadian than the average book of its kind.

* * *

GHOST STORIES GALORE

An Interesting Subject Dealt with b Popular Authors from Various Angles

All the world loves a ghost story. Pa ticularly interesting, then, should "Humorous Ghost Stories" and "Famo Modern Ghost Stories" (G. P. Putnan Sons, $2 each), which have just been iss ed. Booksellers should have no trouble selling these books which are attractiv ly bound and written with a view catching the attention of both young a old. Certainly Dorothy Scarborough h given to the world an overflow of thril and a surfeit of laughs in these two boo for the compilation of which she is r sponsible. In the fifteen modern gho stories presented by Dr. Scarboroug are represented such distinguished aut ors as Robert W. Chambers, Edgar A lan Poe, Richard Le Gallienne and G de Maupassant. Particularly interes ing, though, is Arthur Machen's sto

of "The Bowmen," the purely fictitious account of an angel-army that saved the day for the allies at Mons in the earlier phases of The Great War. The lover of ghost stories will find plenty of material here to keep him reading and thinking and burning midnight oil. In "Humorous Ghost Stories" we have such old favorites as Oscar Wilde, Gelett Burgess, Frank R. Stockton, John Kendrick Bangs and Eden Philpotts. There are nineteen stories in the collection and all are regular hum-dingers. Dr. Scarborough keeps well within the limits when she dares any reader, no matter how grouchy, "to finish the stories in this volume without having a kindlier feeling toward ghosts."

* * *

TALE OF THE HILL PEOPLE.

"Terry" Is An Ex-Officer's Story of Adventure in the Philippines.

Having been a lieutenant-colonel in the United States army and formerly assistant director of prisons for the Philippine Government, Charles Goff Thompson knows that country perhaps as well as any other white man living. That he is thoroughly conversant with conditions there is evident throughout his book "Terry" (The MacMillan Company, price $2.25) which has just been published. For excitement its plot would be difficult to beat. Nor is it rash to say that few better stories of adventure have been published in recent years. In the young American captain who is a conspicuous figure in the native constabulary the author has drawn a fascinating type of young dare-devil. "Terry" in the course of his duties wanders, while delirious, into a stronghold of the Hill people. This little adventure is one of the big points in the story as it opens up the Hillmen's wild country to American influence. Terry, stricken by the fever, is honored by the tribesmen who fear to injure those mentally afflicted. But on his recovery death stares him in the face. However, the young officer's wits save the situation. A wonderful marksman, he rings the "agong" far beyond the reach of the Hillmen. For their benefit he brings a "sign" and so great becomes their awe of him that "the pale white man" is hailed as successor to their chief. And the hills are no longer barred to the stranger. "Terry" is an instructive story told in a most interesting way. It should appeal to the adventure-loving streak in all humans.

* * *

ROYAL SENSE OF HUMOR

According to London cables, Queen Alexandra and her royal party heartily laughed and applauded the screen production of Mark Twain's satire on royalty, "A Connecticut Yankee in King Arthur's Court." The Queen's party consisted of the Princess Royal, Princess Maude, and other members of the royal family. The cables state further that the picture is the sensation of London.



MISS PEARL FOLEY

Whose new book, "Gift of The Gods," is being published by Thomas Allen, Toronto, in September. This is a mystery story of the Orient.

SOUTH SEA ISLAND ROMANCE

Beatrice Grimshaw Writes of Royalty and Love in the Southern Seas

With the islands of the Southern Seas the ring of romance is always closely associated. In "My South Sea Sweetheart" (The MacMillan Company, Price $2), Beatrice Grimshaw shows an almost uncanny knowledge of these islands of romance and their inhabitants. As a story of adventure it is superb. Throughout it all there is, of course, a tinge of the melodramatic but it is only a tinge. Every chapter tingles with excitement and a promise of something particularly thrilling to come but the crude melodrama of cheap novels is totally lacking. The heroine tells her own story. And the picture she draws of young Captain Harry England, a hero of a war long since gone past, is remarkably striking. England she pictures as a youth of mysterious but aristocratic ancestry—a youth descended, it is rumored, from royalty and born to be a king. In time he proves true to the stars that hovered over him at his birth. He becomes king of an island in the Southern Seas and with characteristic daring and in the approved fashion of the people among whom he lives chooses his bride. By some young England is looked upon as Lucifer himself. In a most dramatic manner the ceremony of civilization is interrupted at the altar. To the uprising of the man-eaters which follows, a wonderful dash of realism is given and so until the concluding chapter the reader is kept, as it were, on the qui vive. How the terrible Harry England—"descendant of Prince Hal, who hunted the red deer afoot in England long ago"—and his sweetheart are reunited is recounted in a manner that reflects great credit on the writer's power to sustain interest even after the climax has been reached.

* * *

LIGHT ON IRISH TROUBLES

Gerald O'Donovan's "Conquest" Treats Ireland Problem in a new way.

There is nothing at all heavy or monotonous in Gerald O'Donovan's handling of "Conquest" (G. P. Putnam's Sons, $2) which treats with the all-important Irish question in an entirely new way. Mr. O'Donovan does not attempt to go into the Irish question at length but he makes it plain throughout his narrative, which is purely fiction, that the Irish people are not without their grievances. Chapter after chapter is taken up with a recital of Irishmen's Grievances—real or fancied—against the English and it is evident throughout that there is much bitterness in the little green isle. Then comes the war. Many rejoice that England is due for a 'drubbing' but no small number forget the past and, pointing to Redmond's Speech as a clarion call, don England's hated uniform. Faith in England's promise is small and the loyalists find that they are treated everywhere with suspicion and distrust.

Friendships are sacrificed but the hope of a brighter day is always ahead. Undoubtedly Mr. O'Donovan has treated the Irish question fully and fairly. He neither condemns nor defends but gives much food for thought. The tragic theme is presented, in great part, through the apparatus of comedy. Love making table conversations are the means chiefly employed by the author for relieving the painful tension of the darker episodes. In this novel there is much to interest the man or woman desirous or looking into the question that is Ireland's.

* * *

DOUGLAS DURKIN BACK

After a stay of almost a year across the border, Douglas Durkin, author of "Cherry McBain" (Musson Book Company) is once more upon home soil. He has spent a short time in Toronto with his publishers finishing up the details of his new novel for fall publication, "The Lobstick Trail." This novel is laid in Manitoba, in country where the author himself made a most unusual trip, and among other things, the book takes in the famous Dog Derby at Le Pas. Mr. Durkin is planning another trip into the Peace River country this summer, where he will secure new and never-before-touched material for a number of serials and perhaps another book. He is now again at home in Winnipeg.



Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

FOR SUMMER READING

Messrs. John Long published recently twenty-seven novels in their paper series. All are by authors who have long since proved their ability to supply those light breezy stories so eagerly bought by the public during the summer months.

ANIMAL LIFE SERIES

The demand for additional and hitherto unobtainable copies of Dr. David Starr Jordan's wonderful and classical story of the fur-bearing seals of the Alaskan Islands is met at last with the publication by the World Book Company of "The Story of Matka." It is the first of a new series on animal life.

TRADITIONS OF LITERATURE

Mr. Murray is about to issue an important big volume, "The Tradition of European Literature From Homer to Dante," by Professor Barrett Wendell, Emeritus of English at Harvard University. The scope of the work is as vast as the title suggests; nevertheless, the book is written throughout with a human and happy pen.

ADMIRAL SIMS' BOOK.

The visit of a distinguished author to a country frequently has striking effects on the sales of his book, and the result is seen in the case of Admiral W. S. Sims, whose work in the war was not only of absolutely inestimable service to the Allies, but has been told in his volume, "The Victory at Sea," which Mr. Murray, 50a Albemarle street, London, W., published six months ago. The result of the Admiral's visit to England has been to draw attention to the book effectually.

RATTLESNAKE BITES FATAL?

Archibald Rutledge, whose "Plantation Game Trails" was lately published by Houghton Mifflin Company, has lately been taken to task by a reader in New England who questions his assertions that a rattlesnake bite is sometimes fatal. The reader contended that there was no authentic instance of death from rattlesnake bite. Mr. Rutledge in his wild life studies has not neglected reptiles, and was able to counter the charge by giving seven amply attested instances in which the rattler had struck fatally.

BEST SELLERS OF THE MONTH

Fiction

1. Main Street	140
2. Mysterious Rider	41
3. The Kingdom around the Corner	32
4. Jacobs Ladder	32
5. Sister Sue	26
6. Galusha the Magnificent	26

Non Fiction

1. Ballads of Bohemian	56
2. Outlines of History	47
3. Mirrors of Downing Street	45
4. Prince of Wales Book	38
5. Queen Victoria	28
6. Straight Deal	20

Bible Distribution.—During the year of 1920 there were distributed throughout the world 8,655,791 Bibles, which were printed in 548 languages, according to a report submitted at the annual meeting of the Bible Society in London.



MRS. NELLIE McCLUNG, M. L. A.

One of Canada's best known authors who was elected to the Alberta Legislature in mid-July, having successfully contested one of the Edmonton seats. A new book by this talented westerner, "Purple Springs," is being published by Thomas Allen, Toronto, early in August.

SHERWOOD ANDERSON BOOKS

B. W. Huebsch, Inc., announces that Sherwood Anderson's early books will henceforth appear under the Huebsch imprint. The books include "Windy McPherson's Son," which attracted the instant attention of critical America, "Marching Men," his second novel, and "Mid-American Chants," in which the author expresses himself in poetry.

D'ANNUNZIO'S ROMANCES

"The Flame of Life" is, perhaps, the most popular—at least in America—of Gabriele D'Annunzio's romances, although "The Triumph of Death" and "The Child of Pleasure" run the former a close race. These are handled by the Page Company of Boston.

A FAMOUS OLD BOOK

A new edition of "The Golden Dog," by William Kirby, F.R.S.C., is being distributed by the Mussons. This company have been putting out a number of new editions since their fire and it is gratifying to know that this classic will again be on the Canadian market. It is, perhaps, the most widely read book on Canada ever published, and has held its place for many years in all parts of the Dominion, although, laid as it is about the historic city, its popularity has perhaps been greater in and about Quebec.

THE SALE OF A BOOK

The English publishers of "Rebecca of Sunnybrook Farm" recently reported to Houghton Mifflin Company (Kate Douglas Wiggin's American publishers) that they had sold over 100,000 copies of "Rebecca." These figures, added to Houghton Mifflin Company's 550,000, make an interesting total, especially as the book will undoubtedly be selling steadily for years.

BEAUTIFUL INDIAN PROSE

"Thought Relics," by Rabindranath Tagore, is being published by the Macmillan Company, Toronto. This recent new volume by the famous Indian writer, who has been making an extended visit to America, is a collection of paragraphs in his beautiful prose, in the nature of reflections on living and on the way of thought which is the outcome of our civilization.

New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

MUSSON BOOK CO.

Fiction

The Seventh Angel, Alexander Black, loth, $2.00; Star Dust, Fannie Hurst, loth, $2.00; Beauty, Rupert Hughes, loth, $2.00; Scattergood Baines, C. B. elland, Cloth $2.00; The Silver Sixpence uth Sawyer, Cloth, $2.00; Gray Dusk, oy Cohen, Cloth, $2.00

Non-Fiction

Evangeline, Tourist's edition, Paper, 5c; Why Die So Young, Dr. John Ruber loth, .75; An American's London ouise Closser Hale, Cloth, $2.50; How rance Built Her Cathedrals, Elizabeth oyle O'Reilly, Cloth, $6.50; Hail Co- mbia, W. L. George, Cloth, $2.50; The reatest Failure In All History, John pargo, Cloth, $2.50; Russia As An merican Problem, John Spargo, Cloth, 2.75; The Kaiser vs Bismarck, loth, $3.00; Out Of My Life, Von Hin- enburg, 2 vols., Cloth, $8.50; Europe's lorning After, Kenneth L. Roberts, loth, $3.50; Essays, William Deal How- lls, Cloth, $3.50; Voice Education, Har- ey O'Higgins, Cloth, $2.25; Effective rayer, Russel H. Conwell, Cloth, 1.65; he Ways of the Circus, George Con- lin, Cloth, $2.50; Aerial Observations, larold E. Porter, Cloth, $3.00.

THOS. ALLEN

Fiction

Stepsons of Light, Eugene Manlove hodes, Cloth, $2.00; What Next, Denis lackail, Cloth, $2.00; Children of the Whirlwind, Leroy Scott, Cloth, $2.00; Lantern of Love, Della MacLeod, Cloth 2.00 Gunsight Pass, McLeod Raine, loth, $2.00; Jackie, Countess Barcyn- ka, Cloth, $2.00.

Non-Fiction

The Garden of Bright Waters, Edward owys Mathers, $1.90.

THOS. NELSON & SONS

Fiction

A Roman Singer, Marion Crawford, loth, .50; Little Novels of Italy, Mau- ice Hewlett, Cloth, .50; Queen's Quair, laurice Hewlett, Cloth, .50; House With he Green Shutters, George Douglas, loth, .50;

Non-Fiction

New Age Encyclopaedia 10 vols., loth, $10.00;

Juvenile

reezy Farm A. B. C.	Paper	.30
do	Linen,	.75
ncle's Farm	Paper,	.30
do	Linen	.75
aby's Book	Paper Boards	.60
ush-a-bye Baby	do	.60
lam's Book of Fun	do	.60

J. M. DENT & SON

Fiction

Torchlight, Baroness Leonie Aminoff.

WOULD LAUNCH CAMPAIGN WITH MASS MEETINGS

(Continued from page 47)

booksellers could supply autograph copies of any recent book by a living Canadian writer during the Book Week at no additional charge. Prepared advertisements for Canadian Book Week could be set up and distributed to the booksellers' trade. They could be included in every pubishers' and a large number of booksellers',advertisements, and possibly used on booksellers' and stationers' stationery. No doubt daily reports of Canadian Book Week could be carried in short despatches throughout Canada, and newspaper write-ups featuring Canadian authors and their books, as well as editorials, could be arranged for by the Authors' Association.

Window display cards or posters could be supplied to the trade and supplemented by individual posters by the various publishers.

Steps should be taken through the Department of Trade and Commerce to have moving pictures taken of the Canadian authors meeting their reading public at the bookseller's, or some similar incidents, and include it in the news pictures that circulate in the theatres throughout Canada.

Slogans for the campaign should be decided upon and window streamers and other advertising material prepared well in advance.

Special menu cards or slips to attach to menu cards could be made and supplied to all hotels which operate a news stand, the dining cars on railway trains, and the restaurants or lunch rooms in department stores which have a book department..

The cost of conducting the Children's Book Week in the United States was in the neighborhood of two thousand dollars, and there is no doubt that it was the most effective campaign ever conducted for such a small amount. It should be an easy matter to raise this amount for the Canadian campaign, for contributions could be solicited from publishers, booksellers, printers, binders and paper makers in Canada, and perhaps, the Authors' Association would make a donation from their funds.

Non-Fiction

The Dreamland of Reality, H. L. Hubbard; Life, E. J. Detmold; The Coat Without a Seam, and other Poems, Helen Gray Cone; Feelings and things, Edna Kingsley Wallace; Wonderings and Other Things, Edna Kingsley Wallace; When We Were Little, Mary Fanny Youngs; Sigurd; Our Golden Coolie, and Other Comrades of the Road, Katharine Lee Bates.

McCLELLAND & STEWART

Fiction

Scaramouche, Rafael Sabatini; Blinkers, Horace Annesley Vachell; Tarzan the Terrible, Edgar Rice Burroughs;

Non-Fiction

The Future of Local Government,G. D. H. Cole; Moods of Life, Arthur Lynch.

THE RYERSON PRESS

Fiction

Far to Seek, Maud Diver, Cloth, $2.00; Coquette, Frank Swinnerton, Cloth, $2.00 Too Old for Dolls, Anthony M. Ludovici, Cloth, $2.00; House in Queen Anne Square, W. D. Lyell, Cloth, $2.00; Old Fighting Days, E. R. Punshon, Cloth, $2.00; Jenny, S. Undsett, Cloth $2.50; The Sworn Brothers, Gunnar Gunnarsson, Cloth, $2.50.

Child of the Slums

In "Almond Blossom", Olive Wadsley tells the story of Dolores, a child of the Spanish slums who enters upon an operatic career and becomes famous. The Book is being published by the McClelland and Stewart.

On The Labor Question

"The Wages of Labor" McClelland and Stewart, by William Graham is a sane broad-minded discussion in which the author considers the wages of labor as "The remuneration of all the people who are doing something useful."

Was Farmer In Canada

Algernon Blackwood, is an English author who has had a varied career. At one time he farmed in Canada. He took part in a rush to the gold fields, ran a hotel, went into the dried milk business, and worked on the New York papers before he took to writing mystical fiction. "The Wolves of God and Other Fey Stories" McClelland and Stewart, is a volume of eerie, weird, and awesome happenings in great forests and the lonely seas.

C. A. Bang Honored

His Majesty The King has been pleased to confer The Order of the British Empire on C. A. Bang. Joint-General Manager of Messrs. Heinemann, publishers. Mr. Bang has been associated for nearly twenty years with Sydney S. Pawling, and the late William Heinemann. He is vice-President of the Institute of British Poetry, Hon. Director of the Italian Educationist Dr. Maria Montessorie's Training Courses, and also Hon. Secretary to the League of Nations Union.

In 1913 the Danish King conferred on him the Knighthood of Denmark.

NEW GOODS—MISCELLANEOUS—NOVELTIES

School Books Held Up Impossible to Have New Geography out by Sept.

IT MAY be that the printers strike will delay the preparation of school text-books required by the Department of Education for the autumn term. It has been found impossible, because of the situation existing, to complete the new geography for September, and arrangements have been made to continue the old one for another year.

Discussing th situation Hon, R. H. Grant, Minister of Education, stated that the strike had lasted much longer than was expected, but the publishers of Ontario school books were doing their utmost to meet the department in its fall requirements. All the chief publishers of school text-books are affected by the strike.

"Some months ago," said Hon. Mr. Grant, "efforts were made to secure as large stocks as possible of the books most essential to the work of the schools. From the figures given us by the publishers within the last few days, we believe that there are sufficient supplies of all the school readers, the public school arithmetic, and in fact public school books generally, excepting the geography.

"It has been found impossible to complete the new geography for September, and arrangements have been made with the publishers to continue the old book for another year. The new public school histories will be delayed by the strike, but no stone has been left unturned to secure adequate supplies of both public and high school books. The new high school books, the composition, the French reader and the newly-authorized elementary biology books, have been delayed by the strike, but it is expected that they will all be ready for the schools early in the autumn term, probably during September."

HELD UP BY LABOR TROUBLES

The publication of "Stories Editors Buy and Why," compiled by Jean Wick (Small, Maynard & Company), in which the magazine editors explain their ideals and needs, and present what they consider their best stories, has been held up by labor troubles. Other books from the same house postponed for the same reason are: "The Relation of Archaic to Ultra-modern Music," by Katharine Ruth Heyman; "The Aircraft Yearbook for 1920"; "The Emerald Buddha," by Joseph Bushnell Ames, and "Distant Music," a book of poems by Edward J. O'Brien, editor of "The Best Short Stories," the standard authority on the short story in America.

BAGS FOR MILADY

Another member of the leather goods family has arrived, the Pilgrim Bag having been produced by several of New York's progressive manufacturers and



also by some of Canada's largest manufacturers. The lines of this bag, as shown in the bottom illustration, are very graceful. The bag is unusually roomy, containing plenty of space—even more than the old-fashioned hand bag. As the name implies, it is modelled along the lines of the bags carried by the wives of the Pilgrim Fathers who landed from the "Mayflower" at Plymouth Rock. The leathers shown in this design by one leading Canadian manufacturer are spider web, grained patent leather, monkey grain morrocco, pyramid two-tone leather, seal grain and suede, the colors being brown, grey and blue. The latest velvet bag, shown at the top, is a circular pouch bag with flat silver top, a mirror being concealed in the lower side of the lid. This is a smart roomy bag and is shown in taupe, black, brown, and blue in chiffan velve with chenille tassel and pannier handl



Illustrations by courtesy of Canadia Leather Products, Ltd.

GEORGE HAM'S BOOK

(Continued from page 49)

the Gods. But humor fails lamentab when these same inconsistent but di tressed looking ladies neglect to wear li en dusters in January. That would be t limit of laughter provoking.

"Did you ever know of the queer wa that some charitable gifts are utiliz Never hear of the convalescing patie who was entirely without funds, and kind friend sent her $25 to get hers fruit and milk and chicken and oth patient's diet. And what do you thi she did with the money? Bought hers a wrist watch. Say, wouldn't that fra zle you?

"And did you ever meet such a fell as the Montreal man who lost the addr of a Toronto friend, when half-way his journey to that city, and turned rou and bought a ticket back to Montreal get the address. And at the railw depot were telegraph and telephone s tions. There's something hilariously fu ny about that, isn't there?

"Isn't there something ridiculously h morous about thousands going out strike when the ranks of the unemploy were never so large? And Johnny Bl voting fifty millions of dollars to p them for what they didn't do."

"Can't you smile over the re-enact of the Blue Laws of Connecticut whe fellow couldn't even kiss his own wi, let alone his neighbor's on a Sabba day, or the fact that a woman in Z City was fined for wearing short slee which shamelessly exposed the lowr part of her arms—Oh, ye Gods!

"Do you remember in the old da when the programme at a theatre c sisted of a tragedy and a farce? W that come back again in real life? Th was a grim tragedy in Flanders and B gium. There is now a ludicrous fa e in the Berlin trials as a roaring aft piece. And, you must remember, n lions were slain and billions of prope was destroyed to give us Democra We got it, we did, and as we feel s dreadful autocracy we uproariously t tinabulate at what the gods have gi n us. Tell me son, was there anything m e grotesque than the thing we won?

"Is there no real rib tickler in —It isn't that enough for oneday? If lau ter leads to longevity this generat n should live so long that they'll have o shoot a whole lot of people on R urrection Day."

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

Capitalizing On Reputation

PROGRESSIVE dealers and jobbers have long enjoyed steady and profitable sales of "Gold Medal" Crayons because of the favorable reputation earned by these products throughout the many classes of users.

The "Gold Medal" line is known as the very best in crayons—highest in quality as to product—colors most attractive—assortments that appeal to the buyer — conveniently packed—and so on, through the many details that have placed this line in its present position of vantage.

Good business judgment will prompt complete stocking of "Gold Medal" Crayons because of the many profitable avenues afforded for sales. We will gladly furnish suggestions for increasing your sales of these goods.

No. 8 "CRAYOLA"
Drawing Crayon for School and Home



Have you our latest catalog illustrated in colors? If not, let us know.

Binney & Smith Co.
81 Fulton Street - New York City



"HITS" and "MRS"

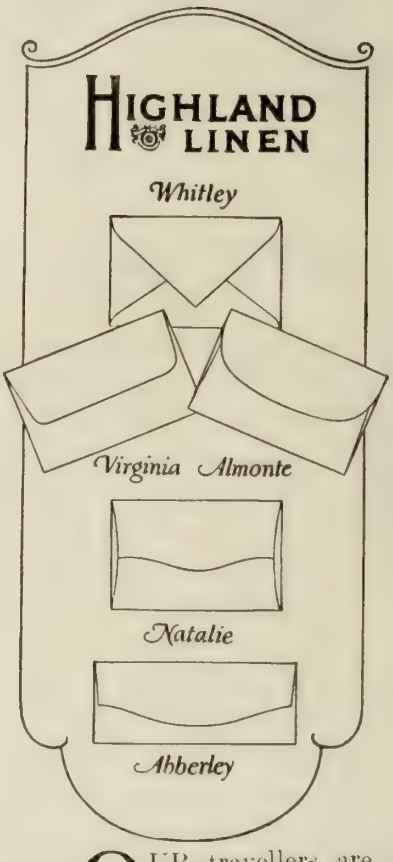
The Ladies' Club in Centerville,—
(The "Province" doesn't matter!)—
Met once a week,—and does so still,—
For tea and toast and chatter.
One day the subject: "GREETING CARDS"
Some member chanced to mention;
Discussion followed afterwards,
And all paid close attention.

One lady,—Mrs. Peddy Gree,—
Remarked: "Talk all you want to;
One firm has made a 'hit' with **me,**
And that is 'COUTTS', Toronto!
I used to wander through a store,
And waste much time in choosing;
But that is o'er for evermore,
A **new** plan I am using.

'COUTTS' CARDS I ask for, and I find,
For every time and season,
A card with verse or prose designed
To meet all wants in reason.
My husband says, 'COUTTS CARDS have made
A big 'HIT' with his 'MRS.'!'
It's true! And I advise 'THE TRADE'
To stock a line like **this** is!"

COUTTS GREETING CARDS MADE IN CANADA

WILLIAM E. COUTTS
263 Adelaide Street, W.
TORONTO - CANADA



MADE IN CANADA

THE BEST VALUE IN THE WORLD

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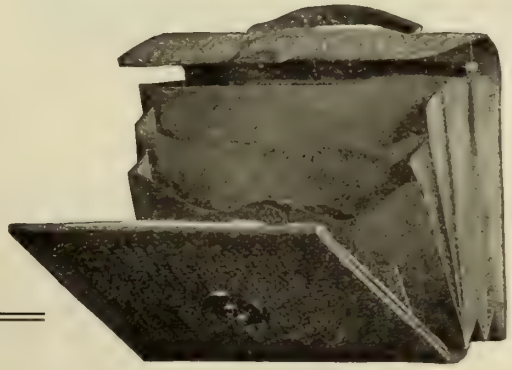
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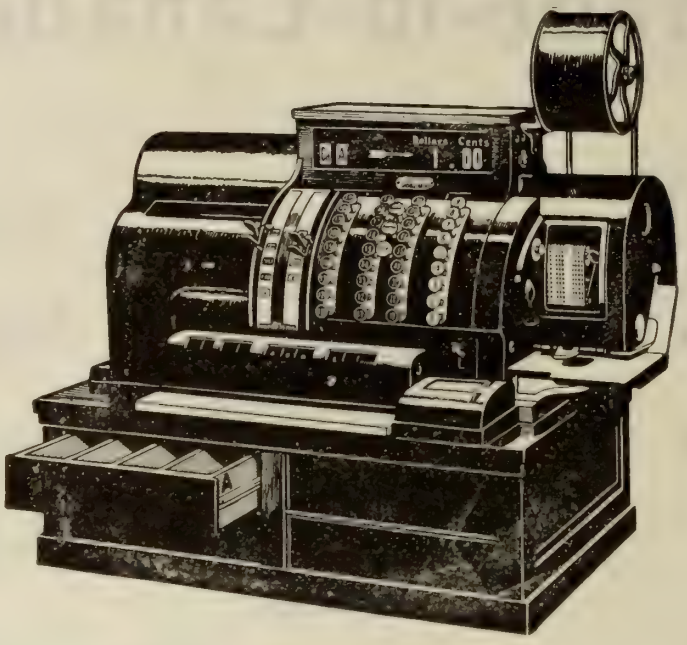
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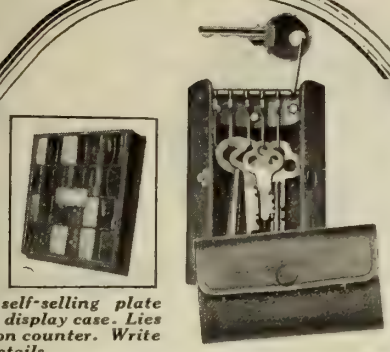
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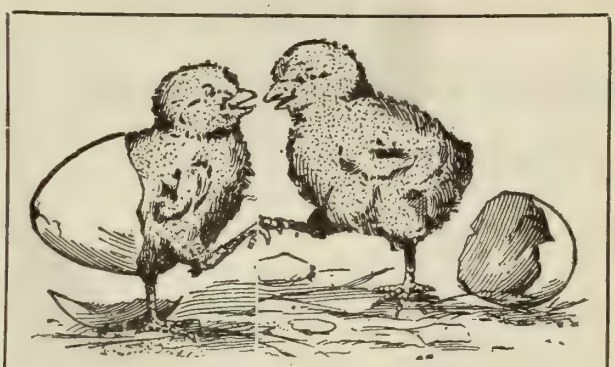
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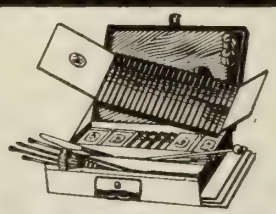
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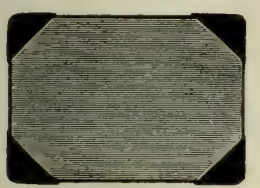
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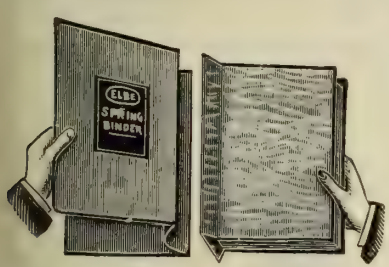


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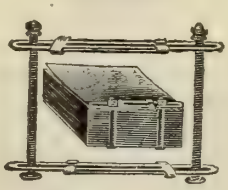
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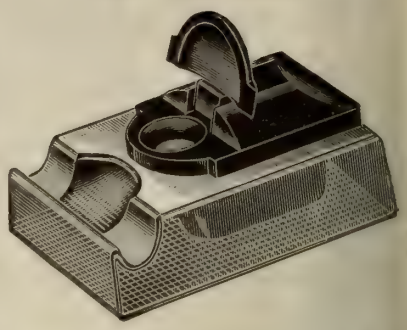
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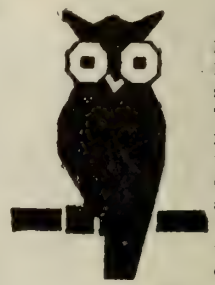
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143 University Avenue, Toronto

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Bookseller and Stationer

AND OFFICE EQUIPMENT JOURNAL

Vol. XXXVII. No. 9 THE MACLEAN PUBLISHING COMPANY, LIMITED Publication Office: Toronto, Canada. SEPTEMBER 1921

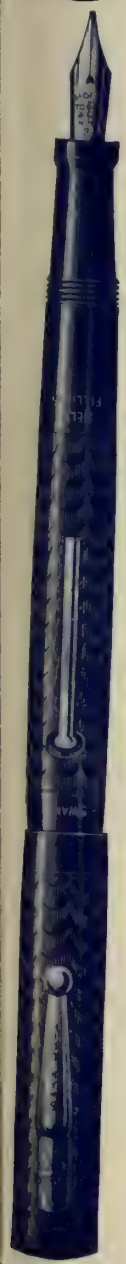
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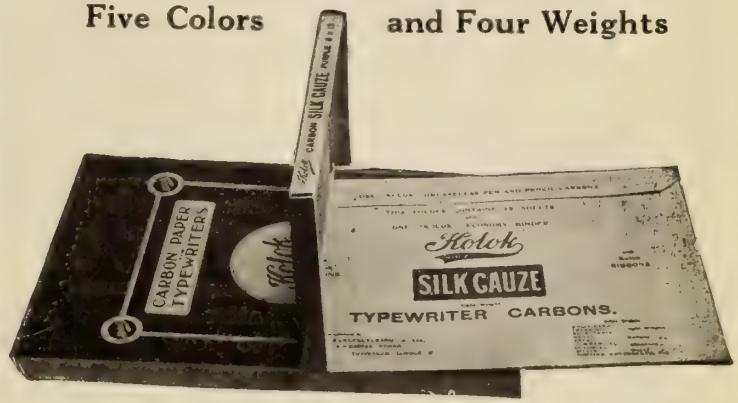
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A.R.MacDougall & Co. Limited 468 West King St. TORONTO, ONT.

The Julian Sale Leather Goods Company

41 CATALOGUE 41
FORTY-ONE

TO BE READY TO MAIL ON OCTOBER FIFTEENTH



To use a homely expression Catalogue Number "41" "speaks for itself" and should be a most acceptable and comprehensive buying guide for the trade.

The merchandise illustrated and described gives you an excellent line on the lines made and sold by "Julian Sale"—but there are many perhaps just as attractive and just as valuable to your own particular assortment which space in No. "41" could not accommodate.

The catalogue will be ready for mailing on or about the 15th of October—we believe it to be one of the best we have issued up to now, and in due course it will reach every member of the trade to whom it will be of interest — to be sure that your name is on the list for a copy of CATALOGUE No. 41 send a post card request by return mail — and then watch for it at mailing date —October 15th.

"Julian Sale" Goods are manufactured under ideal conditions — the plant is one of the largest on the continent producing high class leather goods and novelties—bright, clean, sanitary—and most modernly appointed —and the goods produced in the "Julian Sale" factories are sold on their quality and value merit.

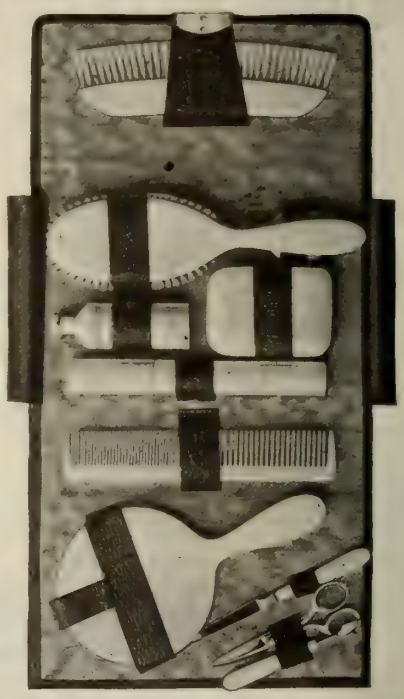
Catalogue No. 41 will be a first rate introduction to the house. SEE THAT YOU GET IT.



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Travelling Bags
Writing Cases
Letter Cases
Dressing Cases
Swagger Bags
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Canadian Beauty Bags
Vanity Cases
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Leather Bags
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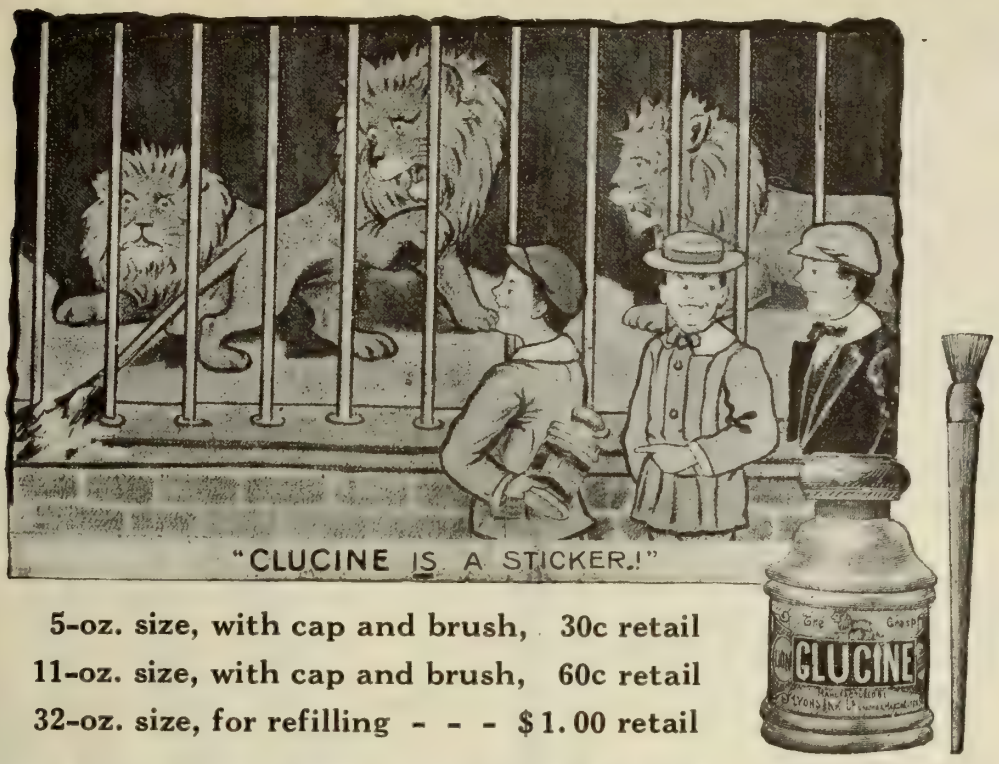
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Collar Bags
Toilet Rolls
Military Brushes
Military Brush Cases
Tobacco Pouches
Playing Card Cases
Bill Folds
Bill Books
Money Belts
Coat Hangers and Cases
Card Cases
Wrist Watch Straps
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OFFICES - SAMPLE ROOMS
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5-oz. size, with cap and brush, 30c retail
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Order Your Fall and Winter Shipment - NOW

All liquid adhesive shipments after November first are in risk of frost. A good winter stock will guarantee against loss of sales right from December to April.

Glucine is guaranteed not to go bad or dry up. School boards adopt it wherever it has been submitted.

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Now Carried in Stock in 5's, 10's, 20's and 40 Stick; also Perfumed Wax

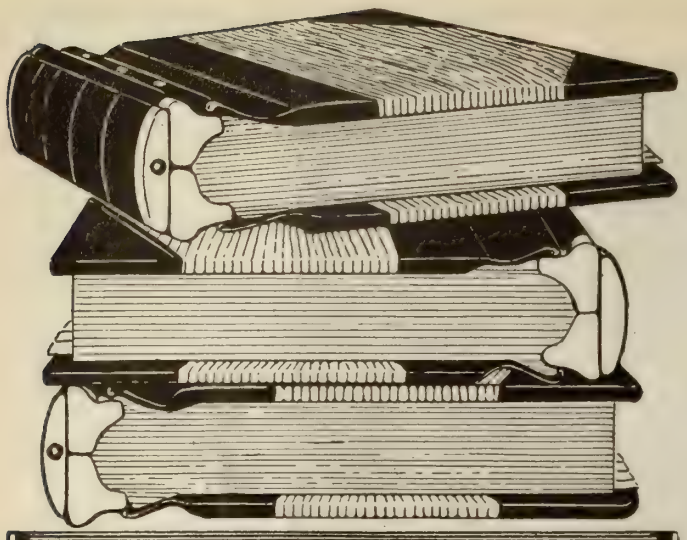
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Manufacturers of Lead Pencils in Canada Completely.

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a most complete and attractive line of Valentine, Easter and St. Patrick's Day Cards.

Our travellers are now showing samples of:

LACE VALENTINES
MECHANICAL NOVELTIES
CUT-OUTS
BOOKLETS, FOLDERS
INDIVIDUAL BOXED NOVELTIES
VALENTINE POST CARDS
EASTER POST CARDS
ST. PATRICK'S DAY POST CARDS
TALLY CARDS and PLACE CARDS

All of the above are of new and original designs and the values are the best shown for some years past.

We are also in position to fill orders for Comic Sheet Valentines printed in either English or French. These are made throughout right in our own plant. In previous years Comic Sheet Valentines had to be imported.

Wait for our travellers. It will pay you to do so.

The Copp, Clark Co., Limited

Toronto Canada

saving words

The merchant who sells

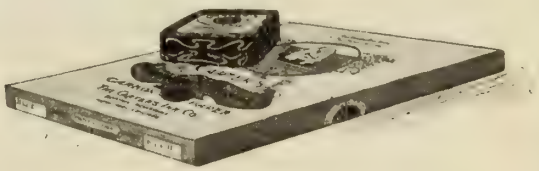
CARTER CARBON PAPERS

rarely has to explain.

For he knows and the customer knows that you can rely on Carter Carbons as you rely on Carter Inks, that both are the product of a manufacturer with 60 years' experience; that Carter Carbons are made of the best pigments, papers, oils and fabics, specially combined to meet the varying and numerous requirements of fastidious users.

But try to force a carbon of uncertain pedigree on a shrewd buyer—and watch the language multiply! If it stops with the actual sale, you're lucky; if the customer comes back for more words, not so lucky.

Carter customers come back for more Carter's, not more words of explanation.



MADE IN CANADA

CARTER INX PRODUCTS

The Carter's Ink Company

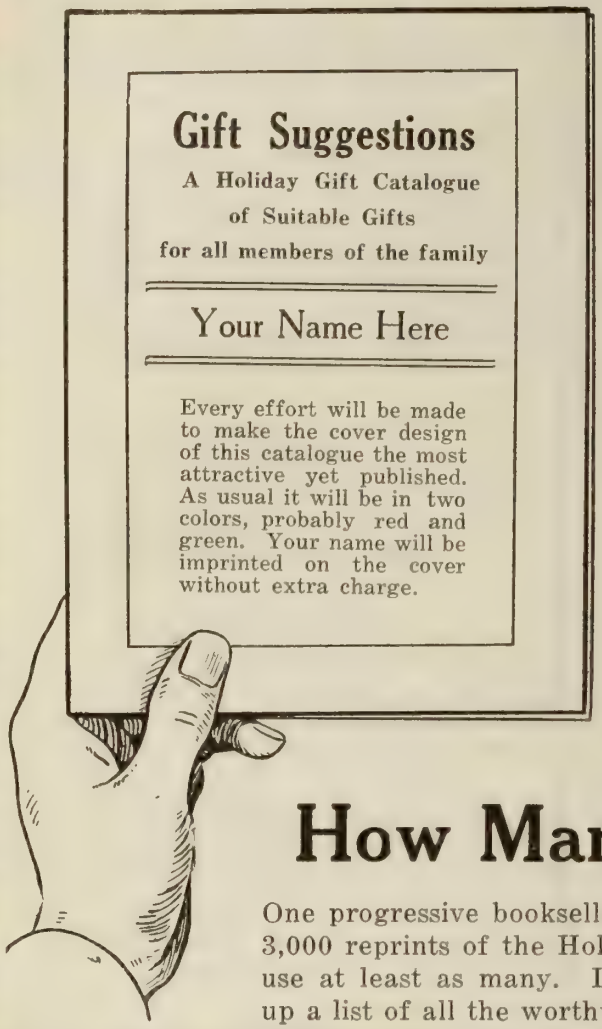
MOUNT ROYAL AVENUE AND DROLET STREET

Montreal Quebec

The 1921 Holiday Gift Catalogue

to be published in

NOVEMBER



Bigger and better than ever. New editorial features. A more attractive cover. A catalogue that will multiply the public's estimation of your store. A real business producer.

Available with your name imprinted on the cover just at the time when the greatest advertising effort must be made to get your share of holiday trade.

We anticipate a demand for at least 30,000 of this year's catalogue.

How Many Can You Use?

One progressive bookseller has already asked for a price on 1,000 to 3,000 reprints of the Holiday Gift Catalogue. You should be able to use at least as many. If you have not a regular mailing list, make up a list of all the worthwhile families in your local phone book. That should amount to several hundred names. Then order several hundred additional, to place on your counter for free distribution among the folks that enter your store. Make a display of Catalogues in your window with a show card to tell the passer-by that they are free. Make them the real "business getters" that hundreds of booksellers and stationers have proven them to be in previous years. There are few booksellers and stationers that cannot make use of 500 copies. You can probably use more. Fill out the coupon below and be sure you order enough. Don't miss the opportunity to get all the business you can.

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BOOKSELLER & STATIONER,
143-153 University Ave., Toronto.

Date .....

Enter our order for ———— copies of the 1921 Holiday Gift Catalogue (20 pages or over) as will appear in the November issue of BOOKSELLER & STATIONER. Our name to be imprinted on front cover.

Price $5.00 per 100 copies.

Name .....Place .....Prov.....

Please Write Plainly

The Big Demand Today—

Up-to-date

STAMP ALBUMS

Printed in French and English



No. 491—THE EVERYLAND

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No. 217—THE VICTORY

Two hundred pages. Illustrations. Holds nearly 5,000 stamps. Per dozen $8.00.

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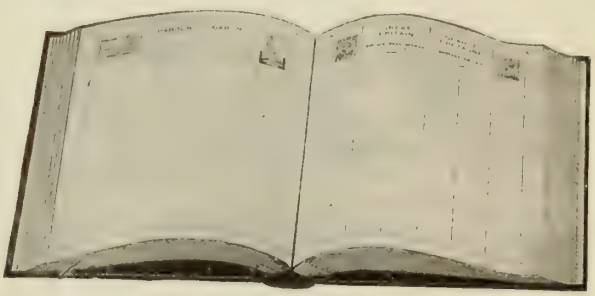
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To hold nearly 10,000 stamps



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A packet of tasteless stamp hinges with each album.

Peerless Stamp Hinges

Each containing 1000 hinges in metal box. Per dozen $3.00.

The Copp, Clark Company, Limited

517 Wellington St. W. **Toronto, Ontario**

Published Monthly
Since 1884

Member Audit Bureau
of Circulations

Bookseller and Stationer

AND OFFICE EQUIPMENT JOURNAL

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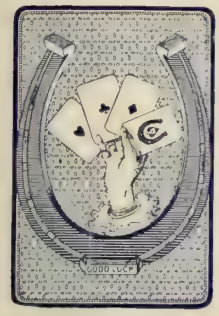
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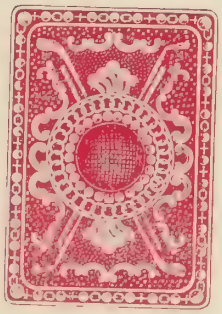
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UNITED STATES—New York, L. H. Meyer, Room 1606, St. James Building, 1133 Broadway (corner 26th St.), Telephone Watkins 5869; Boston, C. L. Morton, Room 734, Old South Building, Telephone Main 1024; Chicago, 405-6 Transportation Bldg., 608 So. Dearborn St., Telephone Wabash 9430.

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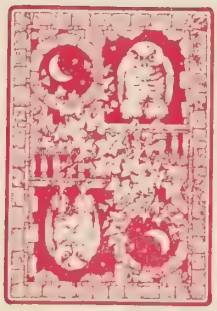
Good Luck



Golfer



Colonial Bridge
*NOTE
THIS ONE!



Owl



St. Lawrence

This Will be a Big Season for Playing Cards

Everywhere folks are buying Playing Cards. Not a mail arrives that fails to bring us "hurry-up shipment" letters from our distributors. They tell us every card player appears to be renewing his supply —that this will be the biggest season in years.
Cash in on this profitable business by making early and attractive counter and window displays. Order at once to ensure prompt shipment.

CONSOLITH SERIES

260-Magicienne
270-Oak Leaf
280-Good Luck
1350-St. Lawrence

SPORTS SERIES

350-Sports
21-Owl
22-Golfer
23-Princess

*Colonial Bridge—The newest smart design, artistic in its simplicity. Regular Bridge size, 2¼-in. x 3½-in. Feature it in your displays —make it a leader.

BRIDGE CARDS
(Narrow)
9-Royal Bridge
39-Colonial Bridge .

PATIENCE CARDS

Your Jobber
Will
Gladly Supply
You

CONSOLIDATED
Lithographing and Manufacturing Co. Ltd.

MONTREAL, CANADA.

Highland Linen Papetries

Eaton, Crane & Pike
HIGHLAND LINEN

MADE IN
BY
EATON, CRANE & PIKE

BACK

How We Will Help You Sell More Stationery

A glance at the greatest co-operative merchandising opportunity ever offered the Stationers of Canada

The aim of the Eaton, Crane and Pike organization is not to make money *on* the folks we do business with; our aim is to make money *with* them.

Prompted by this spirit of co-operation and, timed with the founding of our Canadian Company in Toronto, we have launched the most elaborate campaign of dealer service ever attempted in the history of Canadian stationery merchandising. Nothing has ever approached it either in its completeness or its spirit of helpfulness.

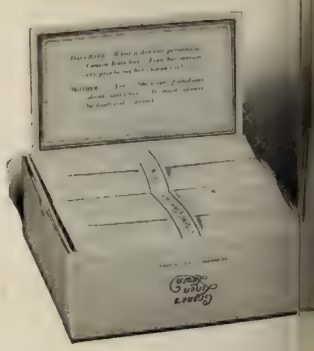
We have always maintained that as long as merchandise is behind your counter there isn't any profit in it for you. It is only when it gets across the counter and into a customer's hands, wrapped and paid for, that you make money.

Our realization of this too-often-forgotten fact has further prompted us to adopt this most unique plan of stationery merchandising and to tell you about it, briefly.

First in our dealer service campaign is the national magazine advertising in the Ladies' Home Journal and Vogue. The four color, full page advertising in these two publications will be seen in two out of every three desirable homes in your vicinity. They are influencing two out of every three really big buyers of stationery, to think of Eaton, Crane and Pike's Highland Linen and Crane's Linen Lawn when they need stationery.



AD-705--Box Holder



Made in

Eaton, Crane & Pike

Toronto,

and Correspondence Cards

CANADA

CO. OF CANADA Limited.

TO

Crane's Linen Lawn

CENTS

Magazine Advertising, Free Dealer Electros

Window and Counter Cutouts, Counter Chats on Correctness. Everything to help you sell.

Impressive as these are, however, they won't do you all the good they should, unless they think of you at the same time they think of us. That is why we have prepared for you a series of Tie-ups which will turn our advertisements into energetic business getters for your store. The Newspaper Electrotypes are little close-ups of groups from the May Wilson Preston pictures in our magazine advertising. These newspaper electrotypes will be sent you free of charge.

One of the quickest ways to get merchandise *across* the counter is to display it attractively on *top* of the counter.

That is why we have created these beautiful counter selling helps illustrated below. They will help you to display Crane's Linen Lawn and Eaton, Crane and Pike's Highland Linen so attractively on your counter that the casual shopper will be tempted into purchasing. They will make extra sales for you.

Only a few of our counter displays are illustrated here. Lack of space prevents us from showing more.

Last, but not least, in our chain of merchandising helps is Eaton, Crane and Pike Co.'s "Pull-Together." This is a little publication issued every other month by our Dealer's Service Division. In it you will find selling ideas and business building methods to help you make more money out of your stationery department. If you want to know more about the Eaton, Crane and Pike Dealer Service send for the latest issue of "Pull-Together." Or—ask us to send one of our service men to tell you the story right in your store.

Why not make money *with* us this fall?



AD-701 AD-700

Canada By

Co. of Canada, Limited

anada

CLP T

BUY DIRECT FROM THE MAKER

CLP T

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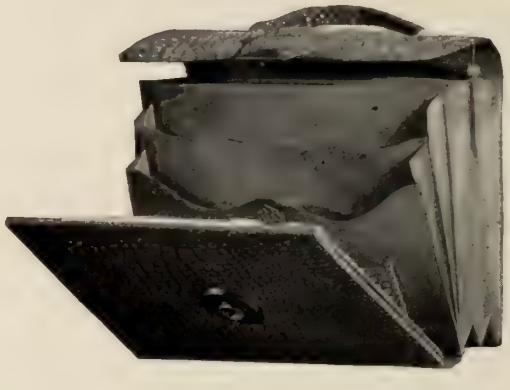
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Swagger Bags
English Avenue Bags
Vanity Purses
Lucille Bags
Velvet Bags
Beauty Boxes



Writing Folios
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Music Rolls
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Collar Boxes
Ladies' Belts
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Grievances Of Booksellers Aired

Association's Initial Meeting Poorly Attended Because of Date Clashing With Re-opening of Schools in Many Places—Adjourned Meeting To Be Held in Toronto on October 19 So That Dealers May Do Holiday Buying at Same Time

OWING to the fact that the date set for the initial meeting of the Canadian Booksellers' Association clashed with the re-opening of the schools in some parts of Ontario there was a slim attendance at the opening Session of the Convention in the Press Building at the Exhibition Grounds, Toronto, on September 2. As a matter of fact, there were so few present that the convention resolved itself into just an informal talk or discussion on questions of interest to the trade. Certainly there was no lack of enthusiasim on the part of those present. Nor was the sturdy little band of pioneers along organized lines discouraged. It was a matter of general regret that the convention should have been called at a time when the majority of the country's booksellers are busy attending to the schools wants of the little ones, but it was decided to postpone the event and set the date for the next meeting at a time when the booksellers can come to Toronto on a semi-buying pilgrimage and in this way kill two birds with the one stone.

Consequently, the members of the organization and all others desirous of joining are asked to meet in the Carls-Rite Hotel, Toronto, Ont., at 10. 30 a.m. on Wednesday, October 19.

C. L. Nelles of Guelph, Ont., president of the association, opened the meeting with F. I. Weaver carrying out his secretarial duties. Bruce T. Ripley, Vice-President and Secretary of McAinsh & Co., was also at the executive table, while constituting the general assembly were the Misses Morris and Edsall of the book department of the T. W. Robinson Store, Hamilton, Ont. and Messrs. Fred Cloke, Hamilton, Ont.; R. O. Smith, Orillia; and W. C. A. Moffatt, Editor of "Bookseller and Stationer." A. H. Jarvis, Vice-president, was unable to be present because of a recent bereavenment in the family.

Hugh H. Eayrs, President of the MacMillan Company of Canada, addressed the gathering as the representative of the Canadian Authors' Association. Mr. Eayrs was given a cordial reception and his remarks were listened to most attentively.

"The Canadian Authors' Association," said Mr. Eayrs, "are most anxious to do what they can to put the Canadian Book Week across. The Authors' Association, I may say, has grown from nothing to a membership of between three and four hundred. The organization is a hundred per cent. behind the idea of a Canadian Book Week. It expects to have at least thirty or forty of the more important authors scattered at strategic points throughout the country during the week and this, it is believed, will assist the sales materially. I believe that the movies, too, are to be used extensively."

"However," went on Mr Eayrs, "the authors feel that the success of this week depends on the booksellers. The time has come when the authors of Canada are no longer without honor in their own land. In the past they have







In the centre is C. L. Nelles, president, who occupied the chair at the first meeting of the Canadian Booksellers' and Stationers' Association. Hugh S. Eayrs, at the right, adddressed the little gathering on behalf of the Canadian Authors' Association. At the left is A. H. Jarvis, First Vice P resident, who was prevented from being present through a bereavement in the family.

not been supported as they should have been but the feeling persists to-day that the Canadian author has come into his own."

Said the speaker in conclusion: "We stand ready to do what we can to help along the movement."

Plans For Next Meeting

When the discussion switched eventually to the meagreness of attendance at the meeting President Nelles explained that in Guelph the schools opened the day following Labor Day and that he and the other officers thought it was the same throughout the Dominion. It was not until letters began to come in he explained, that they learned that in the majority of places the schools opened on the first of September. These letters, he added, came too late to permit of any change in plans.

On the question of setting the date for the next meeting, Mr. Nelles thought that it would be advisable to have the meeting immediately prior to Children's Week and Canadian Book Week.

"I feel that two weeks' good work is better than three months.," he said. "We shall be glad then to have Mr. Eayrs address us again. And we shall all be very happy to do what we can to help things along. We are looking for business, of course, and we are in hopes that something will come out of this."

It was announced that at the next meeting Messrs. Appleton and McCleland would be on hand to speak for the publishers and Mr. Eayrs for the Authors' Association.

Keynote of The Situation

"The keynote of the whole situation, as I see it, is, as Mr. Eayrs says, that it is up to the booksellers to do the work," said Mr. Cloke, adding: "We cannot be expected, though, to get behind these books if we can get more out of it by pushing stationery or wallpaper."

The general feeling seemed to be that some arrangement should be made whereby the booksellers would profit from any efforts they might put forth to make the week a success.

With regard to the prospects of the association Mr. Smith expressed the opinion that the booksellers of the country needed an association.

Mr. Nelles explained that there were a number of questions that should be taken up, these including book prizes, discounts, and sales tax. He stated that the travellers would like to get into the association as associate members. They were not particular about having a vote.

The Question of Fees

According to the Secretary, about sixty or seventy have promised to support the association, some sixteen or seventeen having already paid up.



Particularly striking was the window display of MacLean's Magazines put in recently by the Edgar J. Vickery, Ltd., booksellers and stationers of Yarmouth, Nova Scotia. The display aroused considerable interest and brought big results. It will be noted that Canada's National Magazine was linked up with every province in the Dominion. The pictures in the upper corners were from old Victory Loan posters anl the maple leaves were artificial. Just a short time ago "Vickery's" were awarded a substantial prize by an American publishing firm in a window-dressing contest.

Replying to a question from Mr Smith as to whether there had been an objections to the ten-dollar fee. Mr Weaver stated that there had been n complaints but he added that the mone was not coming in as fast as might b expected.

On motion of Mr. Smith, seconded b Mr. Cloke, it was decided to adjourn t meet again at the Carls-Rite Hotel Toronto, on the morning of October 19 Messrs. Weaver and Ripley were in structed to go ahead with the draftin of the constitution.

Prices On Quantity Order

In airing some of the grievances t which booksellers are subjected, Mr Nelles stated that he objected ver strongly to the publishers making, say a quantity price on a hundred books There were not many dealers, he said who could take a hundred books. Eve the difference between 10 and 25 h thought was unfair. He was of th opinion that books should be sold fron one to twenty-five at the same price The small dealer's humble 25, he added cost him from 12 to 20 per cent mor than big department stores in Toronto

"Nor is there any reason," he said "why 25 reams of foolscap should b sold to you at so much more than t others. We have to sell the books one by one. And who does the advertising? The publisher's expect us to do it. It is a big item, too."

Mr. Smith expressed the view that there was no money in the two-dollar book. The express charges, he said, shoved the price away up.

Mr. Cloke: "They certainly ought to give repeats at the same price when the dealer buys in quantity."

With Regard To Wallpaper

Discussing the wallpaper situation the president thought conditions would not be so bad here if the dealer was allowed six months on a year's supply, not sixty days. The present arrangement he described as unreasonable.

In an effort to bring out a big attendance for the October meeting Mr. Smith suggested that every person present get in touch with the dealers in his or her respective district. Mr. Cloke thought this a good idea and augmented it by urging that all write letters to their brethren in the trade.

Mr. Smith thought October 19 would be in good season for Fall and Christmas buying so, after some further discussion of the question, the president urged that a slogan something along the lines of the lengthy one given hereunder be adopted:

"Make the week of October 17 your business week in Toronto to buy for the holiday season and be on hand for the Booksellers' Convention."

The windows of Phelan's in Montreal, P. Q., lend themselves readily to display. Everything is open, not an inch of space being wasted.



Stationery of all kinds, cash boxes, the lower priced novels and framed pictures have been freely displayed of late in these windows.

Information Bureau for Travelers

"Visitors Are Welcome" is Assurance Given by Chapman's Book Store in Montreal, P.Q.—Not a Little Attention Paid to Sojourners from Out of Town—Dealer Talks to Prospective Customers Through Simple Cards in Windows

FOR the past week or so there has been a varied assortment — very much varied—of merchandise on display in the windows of the booksellers of Montreal, P.Q. At this particular time dealers are finding it somewhat difficult to arrange their window to meet the public's needs. With the opening of school at hand and a number of new novels on the market it is no easy matter to know just what to put in. However, some are displaying school supplies while others are playing up the new novels and other lines which are more or less seasonable.

In Chapman's Book Store on Peel Street, for instance, the editor of "Bookseller and Stationer" noticed one of the finest displays of books seen in a long time. All the latest books were piled high and over these in a conspicuous place was the sign:

BUY THE BEST. THE RIGHT STORIES WILL MAKE YOUR CHILDREN ALL BOOK--LOVERS. IS THAT THE KIND THEY ARE GETTING?

Another big sign over the door advised the passing public that Chapman's was 'a place to browse'. Emphasis was also placed on the fact that for visitors to the city a number of conveniences would be found inside such as an information bureau, writing desks and stamps.

"VISITORS ARE WELCOME"

was the assurance given on another sign and mention, too, was made of the fact that outsiders passing through or sojourning in Montreal could find within guides and maps to the city and vicinity, automobile blue books and maps and everything of this nature.

Still another sign drawing attention to the books on display read:

IN THE COUNTRY MANY A DULL DAY AND A TIRED EVENING WILL BE MADE PLEASANT IF YOU ARE WELL PROVIDED WITH READING MATTER.

Short term orders, the passing public were also informed, would be taken for all English, Canadian and American magazines.

"SHALL WE SEND YOU A BOOK A WEEK?"

was the query staring out from a placard at the back of the window and to the panes in the door were pasted several pictures of Col. George H. Ham, with the announcement that this remarkable Canadian's latest book might be obtained inside.

In a reserved section of the other window the announcement was made that picture framing is done inside, the workmanship being the best and the prices right.

The panes of this window were almost completely covered with post-cards and views of the city, the idea being, of course, that these would bring into the store any tourist or visitor to the city who might happen to be passing along the street.

The greater part of the display space in the window was taken up with writing materials of all kinds, attention being drawn to these by appropriate cards, such as:

OUR STOCK OF NOTE PAPERS AND PAPETRIES IS PARTICULARLY WELL ASSORTED.

PRICES, 50c TO $5.00.

NO TROUBLE TO SHOW YOU THE STOCK.

In a side window envelopes were displayed to excellent advantage, and over these was a card, which read:

CHAPMAN'S SPECIAL BUSINESS ENVELOPES, EXTRA STRONG, BOX OF 250 AT 75 CENTS.

Just to saunter past Chapman's is to note at a glance that this dealer realizes that the window is, perhaps, the most valuable part of the entire business floor plan. Nothing is left to chance. The proprietor shows the passing public a little of what he has inside, but he does more than that. Through his cards he talks to the people gazing at his goods. It stands to reason that this is a good plan.

There is more to the art of window trimming than appears on the surface, and some inside tips were handed out recently by the window dresser of a large store in an Eastern city, who, talking to J. K. Novins, in Walden's Stationer and Printer, said:

"Now, did you notice that as you entered the store you came face to face with a display of merchandise that you saw displayed in one of the windows? That is what I call tying up the window with the store. In the average store it is different. You see something in the window that sort of half interests you. You enter the store, and

(Continued on page 64)

Prepared to Get Behind Canadians

J. Edmond Secord of The E. G. Nelson Company, S. John, N. B., Thinks There is Plenty of Room for Propaganda With Regard to the Works of Canadian Authors—Willing To Do Anything In His Power To Help The Good Work Along

WHILE the public is anxious to know when prices are coming down there seems to be just as much reading done as ever and good novels continue to sell well.

This is the opinion expressed by J. Edmund Secord, of E. G. Nelson and Company, booksellers and stationers of St. John, N.B. In conversation with the editor of "Bookseller and Stationer" Mr. Secord stated that there did not appear to be any decrease in the demand for good books.

"August turned out to be a very good month," stated Mr. Secord, "and we can safely say that business has been holding up fairly well. Our cash sales have certainly been mighty good. Good novels are in great demand and the people seem to be reading just as much as ever. I have noticed, though, that people are anxious to know when prices are coming down. Even twenty-five cents off books means a great deal. I think the day of the $2.50 novel is over."

Much Attention to Display

"The idea of Canadian Authors' Book Week is a splendid one," went on Mr. Secord, "and we will do what we can to help the good work along. The people do not ask for the works of Canadian authors as much as they might. Of course, in some we sell right out. But, for the most part, the public seems to be a trifle backward in wanting Canadian books."

Perhaps the most noticeable feature of the Nelson store is the fact that not a little attention is given to display. There are racks of books in all parts of the establishment, these being divided off into classes in such a careful manner that no time need be lost in searching.

Magazines are piled high on a big table in the centre and at the end of this display is a small show case filled with packs of playing cards. Scribblers and school books of all kinds are ranged along the walls on side shelves where they are within easy reach of the kiddies and not far from the cash register is a five-shelved stand filled with writing pads. Ledgers and business books and everything for the office are grouped together in one corner and so it is all through the store—there is a corner or a nook for everything.

Selling Books As Gifts

"It is really surprising the number of books asked for," said Mr. Secord, "when the conversation turned again to this subject. "It is pretty hard to keep everything," he added, "but we do our best. Cameras and stationery are also good selling lines and both work in well with sales of books. These are sold a good deal as gifts but it is doubtful if they can beat books. In times of financial stress, especially, there is a big demand for gift-books, this being due to the fact that when money is scarce people fall back on books when, perhaps, before they gave more costly gifts."

Mr. Secord follows the practice of sending out at regular intervals a list of the newest books to a selected mailing list.

"Good books by good authors do more to sell this class of goods than anything I know of," said the St. John man.

During the summer months quite a nice little business is done, too, in flags, pennants, greeting cards, and picnic materials and it is interesting to note that when the writer was in St. John the Nelson windows were attractively trimmed with the latest novels, flags, souvenir cards, cameras, leather writing sets, leather note books, leather purses, picture frames, playing cards, souvenir china, bill folds and miscellaneous lines that should appeal to the tourist or the visitor to the city.

French Books for Students

The E. G. Nelson business was established in 1878 and Mr. Secord was associated with the original proprietor for years. When he took over the business the Nelson name was retained as—to quote the present propietor—"it had the confidence of the public and there seemed to be no good reason for changing it."

A point worth noting about the Nelson store, too, is that a number of French books are carried for the convenience of the city's students who are learning that language.

"Yes," replied Mr. Secord to a question from the writer, "we do quite a business in these and they bring us good, steady customers."

Handling of College Supplies

Coming now to a discussion of the selling of college supplies there is no doubt but that there are great possibilities in the handling of goods for students. Every stationer is necessarily guided in his method of displays by the character of his store. If his interest lies in the better class of trade, that interest will manifest itself in the furniture and fixtures, the windows and the attractive, planned lay out of his goods. There can be no hit or miss arrangement of pencils, pads, notebooks and all the fascinating variety of stationery now on the market.



The windows of the Nelson store in St. John, N. B., are always attractively dressed with merchandise suitable to the season. Towards the end of August the windows were filled with leather goods and souvenir articles calculated to appeal to tourists and visitors to the city.

Two Big Campaigns In November

Drive on Children's Books Is To Be Followed By Another On The Products of Canadian Authors—Co-operation of Author, Wholesaler and Publisher Needed If "Tragedy" Is To Be Averted

IN view of the fact that the booksellers of the country are now getting ready to throw the weight of their forces into the Canadian Book Week which is to be from November 20 to November 26, the address delivered by Hugh S. Eayrs, president of the MacMillan Company of Canada, to the Canadian Booksellers and Stationers Association at their convention in Toronto should be of no little interest. Children's Book Week is to be from November 13 to November 19. Mr. Eayrs' address follows:

"I am very glad indeed to be the bearer of a message from the Toronto Branch of the Canadian Authors' Association to the newly-organized Canadian Booksellers Association. I understand that you are to have a further session on your adjourned date of October 19th and that then I am to be allowed to present some plans for Canadian Book Week which the Canadian Authors Association have in mind.

"In the meantime, however, I should like to say just one or two words; the Canadian Authors Association is already a very lusty child. Born in May, at six months old it has a membership of over 300 regular and over 100 associate. It means business. Partially designed to be protective in its attitude to the Canadian author, it is also anxious to be propagandist for them. One way in which this latter end may be served is that by concerted effort the wares of Canadian authors may obtain that wider publicity in their own country which they deserve. To this end the Canadian Authors' Association are 100 per cent. behind Canadian Book Week. All that they can do to make that Book Week a success I can assure you will be done. It would be a tragedy if the first attempt at establishing a Canadian Book Week were to go off at half-cock, but Canadian Book Week cannot be a success unless we have the co-operation of author, bookseller, and publisher. The way from the author to the public is through (1) the publisher, and (2) the bookseller.

Publishers Making Plans

"The Publishers' Section of the Board of Trade for the City of Toronto is making plans, and very excellent plans, to see that so far as in them lies Canadian Book Week shall be an unqualified success. It will be largely their part to provide assistance to the bookseller in the way of selling helps and plans stressing the importance of Canadian, while the Authors Association will devote their energies to effective press assistance.

"If the bookseller will do his part, and there is no doubt that he will, publisher, bookseller, and author combined can light such a fire in Canads as has never burned before. I do not need to do more than hint at such help as the bookseller can obtain by having Canadian authors at his store during Canadian Book Week and selling signed copies of Canadian Authors' work and having plentiful readings of excerpts by Canadian authors from their work. These are only two of many ways which will occur to all of us as we get together and plan the success that I know the Canadian Book Week is going to be.

The Altruistic Side, Too

"From the bookseller's standpoint I like to think that Canadian Book week will demonstrate the financial benefit to the bookseller of handling and pushing Canadian books. I feel, however, that there is in the bookseller's mind more than that, as there is indeed in Canadian author's mind and the Canadian Publisher's; there is the altruistic side. There is the feeling that we can all of us co-operate in ensuring the firmness of the first of the first steps of Canadian-made products so far as books are concerned along the path which leads to an awakening and a stimulating of a national conscience. Ireland, a little and stormy country, no bigger than a fragment of Ontario, has for centuries had its own literature. We have hardly established ours in Canada yet. Our poets are deservedly international in import, but in fiction and in works of more serious moment, I am persuaded, Canada has not yet touched bottom. To me there is no doubt that a real working union of author, publisher, and bookseller, can ensure little by little the fostering of Canadian literature, not in the sense merely of a highfalutin phrase but in a very deep and real significant sense.

"You will be hearing more from both the Canadian authors' end of Book Week and the Canadian publishers' end of Book Week, but, speaking as I do for the Toronto Branch of the Canadian Authors Association, I feel sure we can rely upon every bit of help from the bookseller in the effort we have in mind to discover to Canadians (1) that Canadian work is worth while and (2) that a Canadian author is no longer without profit to the bookseller in his own country."

INTO A NEW FIELD

Sainberg & Co., Inc., 65-67 W. Houston St., New York, have added to their regular stationers' specialties a complete line of leather goods, consisting of check book covers, leather envelopes, bank runners' cases, valuable paper cases, pass cases, tite-wads, billfolds, card cases, hip pocket folds, memo books, diaries, etc. This firm also specializing now in leather goods, stamped up for advertising purposes.



Few neater looking stores are to be found in the country than that of the E. G. Nelson Company, St. John, N. B. Note the neat display of stationery that greets the eye immediately on entering, also the nifty manner in which the entire stock is arranged.

Wants of Customers Carefully Studied; Plan Followed by Ottawa Firm Helps to Maintain Trade and Aids in Purchasing

Sales of Old and Used Books Have Been Successfully Staged of Late by Thorburn and Abbot of Ottawa, Ont.—New Books by Popular Authors are Played Up in Windows, Near the Door Inside and in Other Conspicuous Places —Many Copies of Catalogues Issued by "Bookseller and Stationer" are Sent Out

"WE TRY to become thoroughly cognizant of the likes and dislikes of our customers," said T. H. Thorburn, of Thorburn and Abbott, booksellers and stationers, Sparks Street, Ottawa, Ont., in an interview with the Ottawa representative of Bookseller and Stationer.

"We consider this one of the most important, features of the selling end of the book business," added Mr. Thorburn, "because it helps very materially in building up a permanent clientele. We study our regular customers just as the successful broker studies the stock market. And we endeavor as much as possible to cater to their whims and fancies. This help us in more ways than one; firstly, and of the greatest importance, it helps to maintain trade; secondly, it aids us in buying as, knowing the wants of our customers, we are in a position to buy the right amount at the right time; and thirdly, from a personal point of view it helps us develop powers of observation."

Among the numerous schemes for attracting trade adopted by this progressive firm of late, and which has been an unqualified success, is the sale of used and old books. During a part of each week these books are placed outside the store, just at the entrance, and are offered at attractive prices. The purchaser is obliged to carry his book inside and half way down the store to make the payment. This takes him past a stand upon which are usually displayed copies of the latet books; and on down into the magazine section. This is not by any means a new idea, but it is undoubtedly a mighty good one for the writer has personally seen it work to perfection on numerous occasions. This is particularly applicable to the sale of magazines ,for countless purchasers of these used books have gone out of the store with a magazine or two under their arm. And, talking about magazines, in their relation to book selling, Messrs. Thorburn and Abbott make it a point of carrying as complete and up-to-date a stock of magazines as there is to be found in any book store in Canada. Further, they maintain a regular delivery system, and magazines are delivered weekly or monthly to thousands of subscribers.

"In addition to carefully studying the wants of your customers, what are some of the principal methods you adopt in fostering and maintaining trade?" Mr. Thorburn was asked.

"Well, we try to keep our stock right upto-date," he said, "and as much of it as possible where the public can see it This is particularly true of our books, as you can see from the shelves that there is a large assortment of all kinds to choose from. Then, too, like in most other lines of trade, we utilize our windows to the best possible advantage. When we get a book by an especially popular author we usually dress the window entirely with it, and also display copies of it as prominently as possible near the door and in other parts of the establishment. Also, we circularize our customers. In fact, we always do that when we get a good book, and sometimes before the book actually arrives. Once or twice a year we issue a catalogue containing lists of all the most popular books; we also take advantage of the catalogues issued by 'Bookseller and Stationer' and send many copies out to our customers."

"Undoubtedly you make it a point of familiarizing yourself with the leading authors?" queried "Bookseller and Stationer."

"Oh yes, we consider that an important and necessary part of our work." replied Mr. Thorburn. "As a matter of fact, we have many customers who expect us to have a thorough knowledge of authors. In this connection we insist on the salespeople in the book department keeping themselves as well informed as possible, and our customers appreciate it. We find that the ladies especially like to be catered to in this fashion. They seem to take a particular delight in having some one review the contents of a book and tell them all about the characteristics of the author before they make a purchase."

"Have you any suggestions to offer to book salesmen?"

"I don't know that I have any new ideas, but I would emphasize the importance of courtesy and patience. These are virtues which go a long way in building up a permanent clientele. Then, too, the salesmen must learn to exercise judgement in dealing with people. He must change his methods to suit the tastes of different people. He should be quick to observe and quick to plan his method of approach and conversation. It is so easy to offend some people that the proper manner to approach them is quite a study in itself."

"And the children——?"

"Oh yes, we conider it important to cater to the kiddies, and for that reason we always carry a complete line of children's books, including school books, and endeavor to keep it right up-to-date

In this connection Mr. Thorburn said he was thoroughly in sympathy with the editorial in the August issue of "Bookseller and Stationer," which proposed a children's book week in November.

"That would be a splendid time to launch it," he said, "and I, for one, would be only to happy to fall in line with the suggestion."

Huge Copy of Webster's Dictionary Used in "School Opening Display"

Goodwins, Ltd., Montreal, Que., in calling attention to "school opening," decorated their alternate rear panels of lilac and green, with large papier mache butterflies. The tops of the panels were adorned with Piping Pan figures. Alternate squares of an apple and dark green substance covered the floor.

In the center was a large, shallow green mound, topped with a huge copy, cut out of cardboard, of a Webster's dictionary. Billows of grass green cloth ran to each front side, where school books were displayed.

Wax models of well-dressed boys and girls, with satchels slung over their shoulders, were introduced at the sides. Closed school suitcases were laid on the floor at each rear side, with items of school stationery lying against them. On a black card in white script was the following announcement:

"High Grade Supplies for Scholars of all Grades."

System in Store Appeals to Public

COURAGE and determination are qualities to be admired in a young man. And surely one who sinks his all in a business which has spelled failure for two others, both older and experienced men, is fully possessed of these qualities. Such are the facts surrounding the recent taking-over of the only book store in Ottawa South, one of the Capital's most popular suburbs, by R. E. Lane, a former Federal Government employee.

The writer knows the store, and has been in it once or twice every week during the last six weeks, and is in a position to say that never before has it been conducted as well, or in as business-like a manner. Appearance and system are the outstanding features. One is particularly struck by the neatness of the entire establishment. There is an old saying: A place for everything, and everything in its place. This is carried out to perfection in Mr. Lane's store. Shelves at the rear are assigned to a neat display of inks, mucilage, paste and other such sundries. The shelves at one side, reaching nearly to the ceiling, are given over to stationery, while immediately below, but not too far down to detract the attention of the customer from the stationery, are the magazines.

Mr. Lane is devoting a lot of attention to toys, such as dolls, balls, games and other inexpensive articles, and has them attractively displayed on the shelves on the opposite wall. These are so displayed on the shelves as to be immediately noticed by every child who enters the store.

And talking about children. "They are my pet theory," said Mr. Lane, smiling. "I have only been in this business a short time, but I have been observant enough to realize that it is up to me to cater to the kiddies if I am to be successful. So far, I have used every kiddie customer white, and I am sure I will benefit by so doing. A few days ago a child came in for a ten-cent doll. As she was going out one of the arms came off the doll. She brought it back and asked if she could have another. I found it was the last ten-cent doll I had in stock, so I got a fifteeen-cent one and asked her if she would like that. She said she had no more money, but I said: "that's alright little girl, you can have it for ten cents." Her face lighted up and she went out all "tickled to death." I am satisfied that's the kind of merchandising that counts with the children, and it is my intention to do everything I can to please the wee folks."

"What are your biggest sellers?" asked "Bookseller and Stationer." "Why magazines and tobacco," was the answer. Mr. Lane said he always had a heavy demand for tobacco. "I am very careful not to sell a man a stale package of tobacco if I can help it," he said.

Mr. Lane has a number of customers who come in regularly for magazines, English papers and other periodicals. For these customers he has constructed a post office system; that is, he has pigeon holes with the name of the customer over each. And into these he puts the magazines and papers when they arrive and they are kept there until called for.

"My customers appreciate this very much," said Mr. Lane. "It smacks of system, and there is an exclusiveness about it that appeals to them."

It may be somewhat early in the day to make predictions but the writer would like to bet real money that Mr. Lane will not go the way of his predecessors.



Here is an interior view of the Thorburn and Abbott store in Ottawa, Ont. Books it will be seen, are to be found everywhere while in conspicuous places are stationery, greeting cards, crepe paper, souvenir views and desk and office supplies.

The Value of School-Day Scenes

Windows of Librairie Pepin, Ltee., Montreal, P. Q., Were Brought to Public's Attention by Appearance of a Large Doll Before a Desk Covered with School Supplies—Practice of Putting Realism Into Displays is Growing

The Edgar J. Vickery, Ld., bookseller and stationers of Yarmouth Nova Scotia—which firm by the way is always to the front with something original and novel—pulled off a 'stunt' on the Friday of the last week of August which aroused a regular storm of interest. On this day "Vickery's" gave away several hundred toy balloons each carrying the message "I buy my school supplies at Vickery's.

In connection with this wholesale distribution, "Vickery's" liberated five big balloons, all different colored and filled with hydrogen. Attached to each was a coupon worth a dollar's worth of school supplies to the finder. It was expected that these balloons would float from one to two hours before becoming too heavy by the escape of the gas.

"No doubt some will travel quite a distance" stated Mr. Edgar J. Vickery, Jr.," in outlining the scheme to the Editor of "Bookseller and Stationer" and if it happens that the finder lvies too far away he can mail the coupon with his address and wants. We will then mail the parcel post free.

The 'stunt' was well advertised beforehand in the local papers and for days before the event the youngsters were on the look-out for the balloons.

BY the judicious use of dolls—the life-size kind—merchants in different parts of the country have been framing up "stunts" designed to hold the attention of passers-by. The practice of fashioning a realistic scene in the heart of a display has been spreading rapidly of late, particularly in the case of the large departmental stores. That the practice is not limited to these emporiums, though, is proved by a display which has been drawing considerable attention to the windows of the librarie Papin Ltee., 500 St. Catherines Street East, Montreal, P.Q.

In the centre of the main window of this progressive Montreal store the editor of "Bookseller and Stationer" noticed towards the end of August a very realistic representation of a school boy at work. Seated at a small desk, such as may be seen either at school or in the home, was a doll attired in much the same manner as the average boy. There was a slate pencil in the doll's hand and before him was a slate on which, it would appear, the industrious youth was laboriously writing. On the desk, too, were a ruler, a bottle of ink and several books. The idea of the school boy at work was well worked out and this little by-play undoubtedly halted a number of passers-by on whom a mere display of school books might have had absolutely no effect.

A Snappy "School Window"

The window itself was filled with school supplies of all kinds. There were fancy boxes and packages of lead pencils arranged all along the front of the window and in another row were pens and erasers of all kinds. Rulers were stacked half a foot high, slates were scattered around in profusion and school books and bags were numerous. It was undoubtedly a splendid display of school supplies and one well calculated to catch the attention and hold the interest of both parent and child.

In the other window were goggles, miniature sets of dishes for kiddies' use, dolls, teddy bears, kiddie cars, doll tennis racquets, balls, carts, etc.

The windows of the Windsor Book Store, 182 Windsor Street, were filled during the same week with moccasins, souvenir books of the city, post card views, playing cards and novelties.

The use of the school-boy doll in the window of the Librairie Pepin recalls to mind another of the same kind which aroused no little interest in a city in Western Canada. The setting was that of a school room interior with a door at the center rear, opening on the porch. The porch was represented by painted canvas, on which school children were depicted romping to school, with bundles of books in their hands. Standing in the doorway were the wax figures of a boy and girl of about eight years of age. Both were neatly dressed and carried bundles of books, with a school bag slung over the shoulders.

Just Like a School Room

A large window was cut out of the paneled background at the rear. The green shade of the window was drawn partly to one side, revealing another portion of the painted canvas. The scene here was that of a typical rural community, with houses, stores, farms and buildings in the distance. A similar scene was viewed through the window at the opposite rear side. A blackboard was attached to the left side wall, with the inscription in chalk:

"All necessary equipment for the school child and the school room. Help your child improve each shining hour by equipping him with the proper material."

The lady teacher, represented by a wax model suitably attired for the part, was stationed in front of the blackboard, pointing with her pointer at the message inscribed on the board. In front of the teacher was her desk of dark metal, with books and stationery supplies arranged on the same. Down in front three rows of school desks were arranged, with girl and boy pupils seated in them, paying strict attention to the teacher. Pleasing human touches were supplied by two vacant desks in front, presumably belonging to the boy or girl in the doorway who were late for their lessons. Another blackboard was hung on the right side wall, with a large map occupying the blackboard. Pictures of King George and Queen Mary were suspended from both ends of the wall.

A Guide For The Children

A convincing piece of literature given out at all the Woolworth stores throughout the Dominion was a circular in the form of a school slate. There were three borders, each of white, red and orange, with the centerpiece in black. The announcement the centerpiece bore was in black, as below:

Our highest price is 15 cents. School Opening Sale. Unequalled Values, Rock Bottom Prices. This list will call to your attention necessary items you might otherwise forget. Use this list as a Shopping Guide."

Below was given a complete list of school supplies the scholar might need,

J. H. Blumenthal and Sons, Ltd., Montreal, employed a novel show card in the form of a school blackboard. This oblong showcard was placed on a pedestal at the rear center. The card was entirely in black except the yellow border, while the announcement was written in white script, as if inscribed in chalk. The caption stated:

"SCHOOL OPENING — Provident Mothers think ahead and have the boys fixed for September School."

At each side of the message was a silhouette schoolboy figure. School supsplies were displayed on pedestals.

HAD TO GIVE UP TRIP

Edgar J. Vickery, Sr., of The Edgar J. Vickery, Ltd., Yarmouth, N. S., has not been enjoying the best of health lately. Mr. Vickery was in hopes of being in Toronto for the booksellers' convention but poor health compelled him to abandon his trip.

OUR 1921 Fall Book Catalogue

In reprints of this catalogue dealer's name and address will be shown here.

Are you wanting something bracing, like the tingling intake of a big breath of Northern Canadian air-- and something real and strong and purposeful-- good?

Are you tired of the problem books and everlasting "talk"

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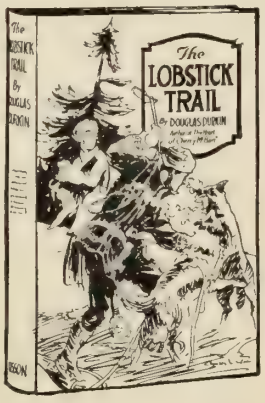
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A Lobstick is a tree whose upper branches have been lobbed or cut away leaving a mere tuft of foliage at the top leaving one or two limbs to stick out in any desired direction to point the trail. It is of Indian origin, and its value in a pathless wilderness need not be emphasized. To the "musher" it means direction as well as location. It is the great indicator of the North, now deservedly immortalized in a living book that is not only true to the life that is being lived there to-day but is also replete with action and stirring conflict in our country's great out of doors.



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Prof. William Lyon Phelps in New York Times

No review, no amount of comment or praise, can reveal the warm humanity of this story It is more serious in manner and plot than "Once Aboard the Lugger," "The Happy Warrior" and "The Clean Heart," with an intense and deep note that is undoubtedly the outcome of its author's mental and physical experiences during the war Rarely if ever has any such man as Mark Sabre appeared in a novel before although now that we see him in Mr Hutchinson's pages he is the perfect incarnation of one aspect of a very lovable masculine mankind If ever the mirror were held up to nature, it is held up by Mr Hutchinson in "If Winter Comes" if ever man were re-created in a literary image that man is his Mark Sabre

Edwin Francis Edgett in Boston Transcript

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Heywood Broun in New York Tribune

[illegible] himself in the grip of amazing strength. With the exception of Tarkington's Alice Adams we have not read any book this year of such sustained feeling. We think that If Winter Comes is the best novel in English which has come from the war.

Better Wax of Professor [illegible]

Heywood Broun in New York Tribune

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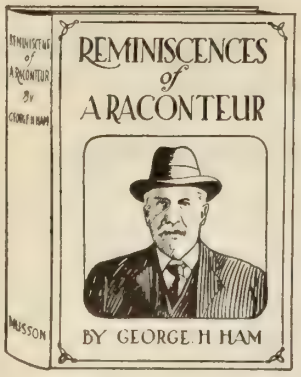
[illegible] England [illegible]

And this is a novel of distinction. Have no doubt about that those of you unhappily unfamiliar with Hutchinson's earlier work. There is a sense of power in the way the whole thing sweeps along, through the development of character and the unfolding of plot, to the tremendously intense climax that you rarely find in contemporary fiction. You may doubt if there could ever be a wife, even an English wife, quite so indifferent [illegible]

John Clair Minot in Boston Herald

Published Aug. 12, this new English novel comes with a freshness and strength and excellence that will shortly make it the most notable publication of the present season.

The Utica Observer



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Always it is interesting. I believe it is no exaggeration to say that there are no uninteresting sentences in George Ham's reminiscences. They will be read, assuredly, by thousands who know him and love him for what he is,—a great-hearted Canadian who has lived a life of strenuous endeavor in peace with all.

—S. Morgan Powell in "The Montreal Star."

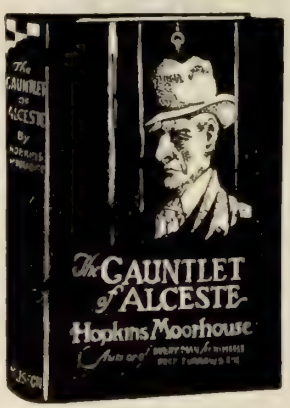
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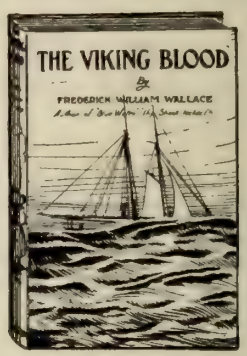
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Has sentiment any place in business? Has an employer the right to discharge a faithful employee merely because he has lost some of his usefulness? How severely should Society punish a man when Society itself has really been responsible for his crimes? These and other questions are posed in this new novel which is in a rather different vein from Basil King's earlier works. His plot is not carried by one or two main characters. A great many people weave the important threads in this story, which attempts to weigh modern business tactics by their effect on the individual worker.

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A master mystery story with a question you can't solve, and you can't put it down until you have finished it. Addison Kent is a new character in detective fiction, who will take his place beside Sherlock Holmes and Craig. Kennedy. In this book every card is on the table, and it is a straight game of your wits and the author's all the way through. Yet even at the last you can't "get there" before Addison Kent.

THE VIKING BLOOD

By Frederick William Wallace
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There is no writer who has a better right or stronger qualifications for romancing about the salt water than Mr. F. W. Wallace. This book is easily the greatest sea story ever written by a Canadian.

In "The Viking Blood" Mr. Wallace describes the adventures of a Scotch boy in a large four-mast barque on a voyage from the Clyde to Vancouver. Coming back again from Victoria to Halifax, the young sailor enters the Bank fishing fleet and there he finds the real romance and fascination of seafaring. This excellent story will open the eyes of Canadians to the grand qualities of the fishermen of our Maritime Provinces.

HODDER & STOUGHTON LIMITED & THE MUSSON BOOK CO. LTD. TORONTO

Is the Cheap "Thriller" Dead or Doomed? New Brunswick Bookseller Answers "Nay": Professional Men are to Fore among Fans.

Find Rest After a Hard Day in the Little, Old "Ten-center"—Has Not Noticed Any Falling Off in Sales—Canadians Reading Just as Much As Ever

THERE may be some truth in the statement of a Columbus bookseller—as given in another column on this page—that there is not the demand to-day for the "thriller" in fiction that there was in the days before the movies came into their own, but it has not been noticed in Canada. Canadian dealers will certainly not agree with their brother below the line that the day of the "thriller" is past.

"We sell an endless lot of the cheaper novels," stated Mrs. J. J. Dwyer of Dwyer's Book Store, 171 Union Street, St. John, N.B., in discussing this question with the editor of Bookseller and Stationer.

"There is always a big demand for these from a certain class of people," she added. "After all, it is not always the two-dollar novel that provides the healthiest reading. Quite often, in fact, the high-priced novel is not the clean reading that the fifteen-cent novel is. Why, even the very best business men here buy Nick Carter books. They say that it rests them more than the heavier book. Lawyers, doctors and professional men of all classes frequently buy the so-called thriller. Nor are educationalists exempt. They all like to refresh themselves with a cheap novel occasionally."

Within Reach of Girls

"No, I have never noticed any falling-off in the sale of the cheaper novels," said Mrs. Dwyer in response to a question from the writer. "We sell a tremendous lot of them, especially during or following a display of them in the window. There is another thing about the cheap novel that is not to be overlooked. It passes the time for very many girls who cannot afford to pay for the dearer or popular work of fiction."

With regard to the handling of magazines Mrs. Dwyer has found that it is a wonderful advantage to have magazines scattered or spread out on tables down the centre of the store.

"People wander in and look around and, as a rule, help themselves," explained Mrs. Dwyer, adding: "I have found that this plan provides a quick way of selling the goods. The cheaper novels are kept on shelves above the magazine tables as here they will strike the eye of the customer purchasing a magazine."

Signs placed strategically around the store inform the public that all the latest books are stocked and that any book or magazine not in stock will be obtained at short notice.

An attractive appearance is lent to the store by double rows of framed pictures all along the walls.

When New Book Arrives

"When a new book comes in," went on the proprietress, "it generally sells fairly well. Of course, there is always a big run on this class of book at Christmas and we sell a great number of the popular novels. One reason is because a good book is well within the reach of the average individual's pocket book. There is not very much of any other line that can be bought for two dollars. It is impossible to buy a better gift for the price."

Mrs. Dwyer follows out the practice, insofar as it lies within her power, of reading every new book that comes into the store.

"I think it a great advantage in selling to have read the book yourself," she added. "I am a great reader, anyway, and I have a number of customers who come in regularly and ask to see me. Personally, I cannot sell a book unless I think it is real good. Every week I have regular customers coming in to see what we have in the way of fiction. They will say 'That last was a dandy. Give me another.' I try never to disappoint them."

According to this dealer, books by Canadian authors sell more slowly than others. She is of the opinion, too, that a Canadian Authors' Book Week is certainly needed. As a general thing, says Mrs. Dwyer, books from the U. S. A. are called for first.

"St. John," according to Mrs. Dwyer, "is a very literary city. We sell all kinds of literature on Saturday nights especially and, as far as I can see and judge, the Canadian people are not falling behind in their reading. Nor are the public objecting to the two-dollar novel. Occasionally an objection is raised but it is not at all serious. Every person is willing to pay for a good book."

The Sunday newspapers are handled in this store to a great extent and for these there is always a big demand.

Canadians Are Good Readers

Everywhere a person looks in the store boxes of stationery are to be seen. And this class of merchandise is so arranged that the appearance of the interior is improved. The store has made quite a reputation for itself as a stationery centre and now it boasts of customers who have "stuck" since Mr. Dwyer first put out his sign about twenty years ago. Mr. Dwyer died about sixteen years ago, since which time his widow has successfully conducted the business.

A special case at the front of the store is given over to hymnals and re-

(Continued on page 38)

Dime Novels Too Tame For Modern Boys; Booksellers Lay Blame on the Movies

COLUMBUS, O.—"Dare Devil Dick" and his breath taking feats no longer engage the attention of young America, according to a Columbus bookseller.

"When little Johnny feels like reading a dime novel nowadays he goes to a picture show for almost the same price and there sees things which even the old-fashioned dime novel would blush to have between its gayly-covered backs," he declared.

The old "thriller," which delighted the youth of another age and has been the solace of such distinguished men as former President Woodrow Wilson and former Senator George F. Hoar, of Massachusetts, seems to have completely departed from the field of action, according to the same authority.

A canvass of all the principal book shops of Columbus, as well as those dealing in second-hand books, failed to bring to light a single specimen of the old time "dime" novel' that had so many thrills for its readers.

At one stand it was said that the movie magazines now command the greatest popular following, although there is a good demand for detective stories, but the Wild West stuff—you get that in the movies.

Talented English Publisher Believes Many Canadian Writers Ought To Be Better Known By Old World Writers

CANADA has, for some weeks past, been entertaining W. M. Meredith, son of George Meredith, the great British poet and novelist, and on Wednesday last the editor of "Bookseller and Stationer" had the pleasure of a short conversation with the noted visitor. Mr. Meredith, who intends appointing a representative in Canada for Constable and Company, the London publishing house of which he is chairman, stated that he had been away from England since January and was, in consequence, out of touch with conditions. He had not had time to go through the text of Canada's Copyright Act, so was not in a position to discuss this very important question.

In reply to a question Mr. Meredith stated that there was still a steady demand for his father's books.

Has Been Touring World

"Canada impresses me as being thoroughly grown-up and having a very level-headed population," said Mr. Meredith who has had an exceptional opportunity of studying the various parts of the British Empire for the past eight months, which he has spent in touring the world.

Mr. Meredith has a great admiration for the Australian people. "But Australia has not found herself yet," he said. "She is still experimenting, and consequently lacks political stability, while Canada impresses me as the most matured of the British Dominions. I would like to say, however, that the Australians are great sportsmen and capital good fellows, with great prospects, though they are perhaps not as industrious as the Canadians with equal opportunities."

Speaking of the differences between the people of the Old Land and the New, Mr. Meredith thought that it was largely a matter of climate.

"The country is much more reposeful at home. The climate of America is exhilarating, and people seem to have less inclination for reflection and meditation. And I certainly think that one has to work twice as hard in the Old Country to achieve anything, because the competition is so much greater."

Mr. Meredith said it was intensely interested in the Canadian Copyright Bill that was now under consideration. He contended that all the nations should be members of the Berne Convention of International Copyright. He expressed the hope that the Canadian measure would not be adopted with manufacture clauses included.

"The United States are the real winners in this matter," said Mr. Meredith. "They are not in the Convention, but many Americans are hoping that a change may be effected before long. I believe that literature is one of the great unifying factors that will bring the British Empire and America closer together. We are reading more American books in England today than ever before, and I believe there is a growing number of Canadian writers who ought to be better known in England."

Under New Name Now—The Beveridge Paper Company, Ltd., is now known as the Beveridge Supply Company, Ltd.

IS THE CHEAP "THRILLER" DEAD OR DOOMED?

(Continued from page 37)

ligious books, which sell readily at Christmas but which are handled throughout the year for the convenience of those who want them.

"We find that the sub-post office works in well with this business," stated Mrs. Dwyer, "for people who come in to make use of it often make other purchases."

Two Kinds of Readers

According to Grant Overton, two kinds of people read books: those who read what they enjoy, and those who enjoy what they read. Oh, yes, there are other varieties of readers. But the great majority either:

Read, and like (or dislike) without exactly knowing why; and, therefore, read only books they are "sure" they'll "like." In other words, they read what they enjoy.

The smaller number read for enjoyment, certainly, but know how to get it. Put roughly, they enjoy what they read.

The second way not only saves disappointment—oftentimes, and a confused, bewildered disappointment at that—it is also more fun all the time.

How do they do it?

It isn't hard. The secret is in knowing what to look for. It always helps enjoyment to understand what, exactly, we are taking our pleasure in. Perhaps in a certain charm of style, a species of word-music that beautifies the thought. Perhaps in a well-constructed plot. Perhaps we are recognizing people we have known, or human traits, either terrible or delightful. Perhaps it's just the "atmosphere" the author has created that we enjoy.

Registered In Quebec—Registration in Montreal is announced of the Oxford Book Store.

Book Dealers Complain of Way School Books Are Handled

That there is plenty of room for improvement in the handling of school books is stated by booksellers in all parts of the country.

The booksellers of Peterboro, Ont., are complaining that they have been seriously inconvenienced in the handling of high school text-books by the Department of Education. They made their purchases for the coming term on the basis of the annual regulations which they received from the department last spring, and subsequently received supplementary instructions notifying them that principals of collegiate institutes had been empowered to arrange their courses within certain limits, which they say will make the demand for certain texts, including French, arithmetic and chemistry manuals, practically negligible.

The booksellers claim that school books are handled as a convenience to students, there being little profit made on them, and that had they received any intimation of the department's intention of supplementing the usual instructions they could have avoided the purchase of the texts for which they do not anticipate a demand.

According to C. L. Nelles, Guelph, Ont., the Peterboro book dealers are right. Mr. Nelles brought the matter up at the initial meeting of the Canadian Booksellers and Stationers' Association and he is of the opinion that something should be done.

Fred Cloke, Hamilton, Ont., told the Editor of "Bookseller and Stationer" that so far he has no fault to find with the Department although he declares that it is the hardest thing in the world to get any kind of co-operation from the teachers themselves.

Mr. Nealy of Napanee, Ont., refuses to buy school books at all as he claims that the retailer's money is often held for months before the orders are filled.

According to Mrs. Dwyer, 171 Union Street, St. John, N.B., all the books handled by the government have almost trebled in price. Although stocking all kinds of school supplies, Mrs. Dwyer states that there is very little money in this line.

"Government officials claim that they are away behind in their accounts" added Mrs. Dwyer "but no matter what the reason for the advance, it makes it hard on families where three or four children are going to school. To my way of thinking there is no need whatever for four histories. Two did the work before and they ought to be enough now."



Staff Reviews of Seasonable Books

NELLIE McCLUNG'S LATEST

"Purple Springs" Worthy of Authoress of "Sowing Seeds"

Canadian literature will ever be in the ascendant so long as Mrs. Nellie McClung is contributing to it. Her newest book "Purple Springs" (Thomas Allen, Toronto,) is as distinctively Canadian as "Sowing Seeds in Danny" to which it is something of a sequel. There have been novels—scores of them—in which the impression has been given to the outside world that Canada is a land of ice, forests, bad men and courageous parsons exclusively, but Nellie McClung's Canada is a land of ordinary human folks working out a nationhood. In "Purple Springs" Mrs. McClung weaves around the love story of Pearl Watson, a school teacher in a Manitoba rural community, a tale of politics in the days before women voted—and not so very far away they are at that. It is the crushing of her hopes for the love she had sought that leads Pearl into affairs of state. There is rare humor in the passages that portray the narrow mindedness of the old regime who dispense public monies as personal favors and treat women as children. There is a touch of satire here and there as well and much homely philosophy. One cannot read the story without enjoying it for Mrs. McClung knows how to tell a story as well as any one. The novel is a story first of all and the love that is denied to Pearl at first comes to her afterwards. But with the story, too, there is an aptly proven moral. The book is well worthy of the author of "Sowing Seeds in Danny."

ELEANOR PORTER'S BEST

"Sister Sue" has Proven to be One of Season's Best Sellers in Canada

Not in a long time has a more human novel been given to the reading public than "Sister Sue" (Thomas Allen, Price $2.) which Eleanor H. Porter characterized, just before her death, as the best story she had ever written. The sale that this book has had would indicate that her multitude of readers have agreed with her. In "Pollyanna", "Just David" and "Mary Marie" Mrs. Porter drew her characters with a sure hand but Sister Sue is a character of even greater beauty than any of the others. All over the world there are innumerable Sister Sues who, patient and uncomplaining, have lived their barren lives with the "life worth while" ever beckoning them from afar. And it is because the heroine of "Sister Sue" is just such a character as may be encountered every day in the home and on the street that this novel has had such a country-wide appeal. Eighteen-year-old Sue's day-dreams of celebrity as a pianist suddenly dissolve —to sketch the story—when her father goes bankrupt, and the family are forced to leave Boston and move to a little New England village. In these changed conditions, Sister Sue quickly becomes the mainstay of her family, nursing her broken-down father, developing her flighty sister and selfish brother into young people to be proud of, and making a living for the entire household by giving music lessons to the children of the village. From this a good idea may be secured of the "humanness" of the principal character.



LORD ESHER

Whose book "The Tragedy of Lord Kitchener," has brought about a bitter controversy in England. Lord Esher explains that the title of the book does not mean Lord Kitchener's tragic death, the tragedy being that he failed when called to do the greatest work of his life as head of the British war office. The book is being published in England by John Murray, London.

SHOWS NORTHLAND'S CHARM

James Oliver Curwood was Never Better Than In His Latest

James Oliver Curwood has written many novels that stand out head and shoulders above other stories of their kind but never has he appeared to better advantage than in "The Flaming Forest" (The Copp Clark Company, Toronto) which bids fair to be one of the books in big demand this Fall. Curwood knows the Northland and he writes of it with a facile pen. There is nothing forced about his efforts. It is evident at a glance that the pictures he draws come readily to his mind. When he touches on the Royal Northwest Mounted Police and Athabasca Landing it is easy to see that he has been at the latter and has studied the former at close range. Any man who has been in the Great West feels at home in going through Curwood's latest. This author may be remembered best by his "The River's End" and "The Valley of Silent Men" but new glamour, new romance and an even more baffling mystery than lent interest to its predecessors are found in "The Flaming Forest". Here the charm of the Northland is caught as it has seldom been caught before. Melodramatic the story undoubtedly is but "The Flaming Forest" is not melodrama as popularly recognized. It is what might well be termed a masterpiece of melodrama. What is more, it is human melodrama for David Carrigan of the R.N.W.M.P. is a character readers will be glad to meet and whose acquaintanceship they will be loath to relinquish.

MYSTERY STORY OF NEW YORK

Leroy Scott puts spotlight on aristocrats of exclusive Riverside and of exclusive underworld

Much skill is required in the working out of Leroy Scott's new mystery story called "Children of the Whirlwind," (Thomas Allen, Toronto). Though the plot is rather amazing and always intricate, there is never a moment when Mr. Scott is not master of the situation. Besides, his happy gift of bringing together the unconquerable emotions of love, hate, grief and joy relieves the story of the sordidness with which mystery tales are so often filled. The hero of the book is Larry Brainard,

past master in the world of crime and fraud, who has just been released from Sing-Sing. He comes out with the resolution that crime does not pay. The story of the struggle which then ensues in his desperate fight for law and order, meeting single-handed those forces which are united in their efforts to make him return to the old life, is interesting. The New York police come in, of course, for their usual quota of bally-ragging. The girl whom Larry loves is probly the most sensational character which a writer has produced for some time. Brought up in an atmosphere which spelled success only in so far as a man or woman was able to defeat the ends of law and order, she herself out with the boast that she is going to 'make good' in crime and fraud. How she does 'make good' in a very different manner, because of the influence of her lover and of her own right instincts, makes this a novel without a dull page. If at times melodramatic, "Children of the Whirlwind" is always vibrant with the emotions of men and women who know life.

A REAL CANADIAN NOVEL

Francis M. Benyon's "Aleta Way" is Typical of the Life of the Dominion

Interesting from cover to cover and providing ample opportunities for heavy thinking "Aleta Day" (Thomas Allen Toronto) is a Canadian novel by a Canadian author. Francis Marion Benyon speals plainly in this straight-from-the-shoulder work in which the native men and women work out their problems in a native way. The novel is, indeed, so true to the soil that it could not have happened anywhere else except in Canada. The strong-minded Aleta is presented to the reader in the very first chapter—and as a coward. For saying "darn" the five-year-old Aleta was whipped until she said she was very sorry. She was not but it was to escape further punishment that the confession was made. For thus making herself a liar the child felt thoroughly ashamed and it was not until she learned that her mother also stretched the truth in trying to explain—or dodge—the mysteries of child birth that the feeling of self-contempt departed. Such was Aleta's make-up. And so she grew to womanhood. She joined the suffragists and as the war dragged on she distributed pamphlets demanding that freedom of speech and of the press be preserved. Eventually she was arrested and sent to jail. From this point on the story grows steadily in interest. And the gifted Authoress makes it plain that she did not believe in war and the anarchistic methods of war governments neither does she believe in revolution and the oppressive measures of revolutionary governments. "It is not possible," she claims, "for any group of people in a country either to inspire or to feel the emotion of fear without spiritually degrading the whole."

NOVEL THAT IS DIFFERENT

"Privilege" Gives True Glimpses of the Life of the Aristocracy of England

There is a touch of realism about the story of the decline and fall of the ancient house of Whern as told in Michael Sadleir's "Privilege" (F. D. Goodchild Company, Price $2.) that is seldom found in romances of a fictitious nature. But "Privilege" from the first to last is vastly different from the average novel. The English aristocrat is sketched in a highly satisfactory manner. It is apparent that his characters are not purely imaginary. The high principles of honor, pride and glory in achievment are common to the Braden brothers but Richard who tells the story, is the one who feels most keenly the misfortunes that fall upon the House. "Privilege" can easily be classed as one of the season's best novels for once the story has been started the reader will find it difficult to put the book down without reading it through. It is a striking study of modern England and not the least of its assets is the descriptive writing so generously scattered through its pages. The following excerpt, for example, will appeal to the lover of realistic word paintings:

"But I think in reality my love for Whern was partly love for Braden, partly yearning fondness for the English country that no defilement can rob of its sweet soundness. On snowy days, when the wooded slope glittered with frost jewels when the frozen lake was like a sheet of polished pewter athwart the black-green of the iron-hard turf; in May, when the leaves sang their color part in the spring symphony and the marshy ground by the stream was powdered with meadow saxifrage and marigold; in summer rain, when through the steaming curtain of the rain the old Abbey and the climbing woods drooped in the weeping heat; in the pale melancholy of October sunlight, when the whole Whern arena seemed singing to sensuous sleep under the caressing mist when even the new house took on the unearthly fineness of a mirage-city, when the trees—from palest yellow, through red and brown to dark, defiant green—bent like high tiers of praying women beneath the slow veils of the mist—my home, because it was home and yet not only because it was, had loveliness and Englishry, and my heart was wrung for it, being forsaken of its age."



BARONESS BYNG

Wife of the new Governor-General of Canada, whose two romances, "Barriers" and "Anne of the Marshlands," are being issued by McClelland and Stewart in Canadian copyright editions.

CALIFORNIA AS BACKGROUND

Gene Stratton Porter Plays up Nature "Her Father's Daughter"

In "Her Father's Daughter", Gene Stratton Porter gives much of the real appreciation of Nature, that—with the sterling purity of her heroes and heroines and the pleasing manner in which she presents their doings,—has made her previous works run into extra editions, many of them of more than a million copies. California is the setting for this story of Belinda Stone, the eighteen-year-old, vivacious, really intelligent exception to the general run of eighteen-year-old womanhood. Linda writes for a woman's magazine, conducting a department in which Nature's delicacies are described and pictured and in telling what Linda writes, Gene Stratton Porter helps the reader to understand the plants and shrubs she knows so well. It is all incidental, but to be appreciated. Linda is left alone in the world by the death of her father, a naturalist—neurologist. Her father had been a man of great intellect and understanding, and Linda absorbed much of his power in their rambles together through the canyons of California. Her lovable personality, which is the shadow of her father's own self, provides inspiration for Donald Whiting, Senior at her High School, and he accepts her challenge, working himself to the top of his class. It sustains her dearest friend in a fight against her little world, and brings her to happiness; it quells the self interest of a very different sister and it brings to Linda herself the friendship of the lovable Peter Morrison, young author, high in ideals and ambition. No girl could be purer in her ideals that Linda Stone, yet she is juvenescent, bubbling over with laughter and happiness. It is her character rather than the story itself that leads the reader on to the last chapter. It is a book to rank with Mrs. Porter's best. For the reader who likes her style of writing, which is, singular and far from literature, it is a book worth reading.

Frank Rolph Dead—The death occurred recently of Frank Rolph, honorary president of Rolph-Clark Stone, Ltd., lithographers.

ADVENTURES IN THE EAST

Sydney A. Moseley Writes in a Fresh And Fearless Manner of His Observations

"Haunts of the Gay East" (Stanley Paul and Company, 3-6 net) by Sydney A. Moseley is a book that lays bare life in the mysterious East in frank and fearless manner. With the ease of the finished writer and experienced traveller Mr. Moseley presents a series of remarkable pictures of night life behind the veil of Eastern places. His latest work may be said to be on a par with his "The Night Haunts of London", a powerful exposure of vice in the world's metropolis. Mr. Moseley's intimate descriptions of life in such gay centres as Budapest, Constantinople and Cairo bear the imprint of truth while avoiding sensationalism. The author has the knack—none too common among writers—of bringing out his point and showing the reader just what he means without saying it in so many words. He paints the dinginess of the hashish den and the disgrace of the dancing girl without putting into print anything that might offend the finer feelings of his readers. That the haunts of the gay East as he found them are for the most part, places of iniquity Mr. Moseley makes plain but the stench of the vice in these resorts is happily missing in his descriptions.

IGNITION SYSTEMS ON CARS

Frank Tannenbaum Deals With Its Termed the Most Complete of its Kind

As it is generally recognized that no part of the automobile has been changed more often than the ignition system the value of Victor W. Page's "Automobile Starting, Lightning and Ignition Systems" (The Norman W. Henley Publishing Company) is not to be minimized. This 1921 edition is a concise and comprehensive treatise of the latest 1921 practice and explains all forms of electrical ignition systems used with automobile engines of all types, including also an authoritative series of instructions pertaining to starting and lighting systems of all automobiles and wiring diagrams for all popular makes of cars. Among the thousand and one things described are storage battery construction, charging and maintenance, magneto and ignition distributor timing, care of motors and generators and systematic location of all electrical faults. Over 250 complete wiring diagrams are presented, with special instructions for using meters in testing, etc. The features of the leading systems are outlined in a skillful manner so that it should not be difficult for the repairman or student to become familiar with any system possible. The book answers every question that might be asked about starting, lighting and ignition systems so that Mr. Page's 815-page volume is in every respect a practical and easily-understood course for all interested in the workings and mechanism of the auto.





Above is Mrs. Nellie McClung, M.L.A., whose "Purple Springs" is one of the popular books of the season. The lower picture is that of Miss Pearl Foley whose "Gift of the Gods" is being published this month. Both these books are being published by Thomas Allen, Toronto.

SASKATCHEWAN IN STORY

"The Valley of Gold" Tells of Life on The Banks of the Qu'Appelle

"Five hundred little bucks to lay against you, two to one, that we can lick the Valley Outfit in a thirty-day run any old time you want to take it on. No time like the present, Pullar".

This challenge thrown out on the third page of "The Valley of Gold" (F. D. Goodchild Company, Price $2.) should assure the reader in search of thrilling narrative that he is on the right trail. David Howarth's tale of The Saskatchewan is in every word a hair-raiser. Action stares out from every page. The first sentence is a good indication of what the book is to be like and the final chapter proves that the impression gained at the outset was right. The story is built about the contests between rival thresher gangs and with such ferocity do the gangs pitch into these frays that the youth who worships physical force is sure to find in "The Valley of Gold" a worthy object of his attention. Romance there is, too, and adventure galore. The "wild and woolly" as it was in years not long gone by is drawn with a firm hand and such force has the author put into his labors that there is no denying the fact that "The Valley of Gold" is sure to appeal to those who like to read of red-blooded heroes and stout-hearted maids.

LABOR MOVEMENT DESCRIBED

Frank Tannenbaum Deals With its Conservative Function and Social Consequences

Novel interesting and brilliantly written—to quote such an authority as Professor Edwin R. A. Seligman—is "The Labor Movement" (G. P. Putnam's Sons) in which Frank Tannenbaum deals at length with its conservative functions and its social consequences. The author's account of the purposes and methods of the Unions is written with authorative knowledge and gives information of distinctive interest and value. Only the favorable aspects of the purposes and the results of the Unions of organized labor are presented and for this reason the work is not as complete as the well-informed author might have made it. This is pointed out even by the publishers who think that the book, while suggestive and valuable, would have been more complete had the author seen his way to discuss some of the charges that are made continuously against labor organization as the people of this continent know it. The author shows the labor movement achieving a certain social organization but does not suggest that it must of necessity move on because nothing stands still. He realizes that criticisms will come but in a frank, good-natured manner he invites the reader to "disagree to his heart's content."

Some Sensational Disclosures Mark Lytton Strachey's "Queen Victoria"

IN "Queen Victoria" (F. D. Goodchild Company, Price $5.) Lytton Strachey discloses incidents of the life of "Victoria the Good" which have been close secrets up to this time. Certainly this work by the author "Eminent Victorians" is one of the season's sensations. To many who knew the queen as such by name only the book is a revelation. Mr. Strachey has apparently made no attempt to "Curry Favor" with any one. He seems to have told the truth as he saw it and, as a result, the reader gets an insight into the life of Victoria which could not be obtained in any other way than by intimate contact or strenuous investigation.

Many of the state's leaders of Victorian days are also sketched with a frank pen. The reader is brought close to Disraeli, Palmerston, Melbourne, and even Prince Albert. The personalities and incidents of Victoria's day are presented shorn of the glamor of distance and sans the enshrouding cloak of friendly or official biographies. And what is more, Mr. Strachey's ironic wit, fidelity to fact, and historical sympathy have—to quote The London Times Literary Supplement—"combined to create what may well rank as one of the greatest biographies of our language and will at any rate have irresistible appeal to a generation that has begun to study and appreciate the peculiarities of its grandparents".

Had Will of Her Own

That Queen Victoria had a will of her own is pointed out by Mr. Strachey who tells how on different occasions she set her judgment against that of her cabinet, the fact that they were dealing with a woman allowing Her Majesty to win her point where a king in the same position might have failed. Immediately after her elevation to the throne Victoria, says the author, showed this trait when she had her bed moved out of her mother's room, thereby making it plain that she was no longer to be under the domination of the Duchess of Kent. The reader is also given to understand that Queen Victoria was not at all averse to being flattered, a weakness upon which Disraeli played.

"You have heard me called a flatterer" Disraeli is quoted as saying to Matthew Arnold, "and it is true. Everyone likes flattery; and when you come to royalty you should lay it on with a trowel."

According to the author, it was to flatter her Majesty that the wily old statesman suggested that the queen should assume the title of Empress of India.

The part played by the Prince Consort in setting the stage for the Great War is not minimized, it being the author's contention that Albert exercised a malign influence over the policy of the empire even after his death. Going back to 1863 when Prussia was preparing to annex Schleswig-Holstein Mr. Strachey quotes from a letter said to have been written to the Duke of Saxe-Cobourth-Gotha as follows: "I know that our dear angel Albert always regarded a strong Prussia as a necessity for which, therefore, it is a sacred duty for me to work". This, too, in spite of the fact that there was a powerful element in the government desirous that Britain should stand behind Denmark.

Prince Consort's Views

Mr. Strachey states further that "the Prince's German proclivities were perpetually lamented by English Ministers; Lord Palmerston, Lord Clarendon, Lord Aberdeen, all told the same tale; and it was constantly necessary in grave questions of national policy to combat the prepossessions of a Court in which German views and German sentiments held a disproportionate place."

Mr. Strachey goes at length into the domination of Prince Consort over the Queen who for years was unable to enjoy a good breakfast without considering how "dear Albert" would have liked the buttered eggs. Just the same, the German prince was credited by Disraeli with having "governed England for twenty one years with a wisdom and energy such as none of our kings have ever shown."

And so the author slides over the busy years, sparing Victoria not at all yet always striving to be fair to the subject of his sketch, until that dread day in 1900 when the indomitable spirit broke, the iron will gave way, and the active brain failed. Victoria's life slipped gently away and there swept over the land "a wave of astonished grief."



ARTHUR HEMING

Noted Canadian Author whose "The Drama of the Forests" was published recently by S. B. Gundy, Toronto.

THE STORY OF CHAUTAUQUA

Written by one who is a veteran among leaders, thoroughly acquainted with the movement from the days of its-foundation and competent through personal experience as well as by literary ability to narrate its history, "The Story of Chautauqua" (G. P. Putnam's Sons,) by Jessie L. Hurlbut is an intensely interesting review of a great movement. This institution, founded nearly fifty years ago by Lewis Miller and John H. Vincent, has grown into one of the most potent forces of the age in shaping the intellectual, social and religious life of the nation. The author, in dealing with the progress of a movement which has torn asunder the bars of its cage and let learning loose in the world, tells of small things as well as great, the witty as well as the wise words spoken, the record of by-play and repartee upon the platform and a thousand and one other things which go far towards relieving the "heaviness" of a book of this kind. Certainly Dr. Hurlbut has succeeded in lightening the book for from first to last there is not a dull chapter or even paragraph. Informative in the highest degree undoubtedly is "The Story of Chautauqua" but this is one instances where weighty information is given out in an easy and entertaing manner.

FINE FOR THE KIDDIES

"The Child's Primer" and "The Child's First Reader" Are Well Illustrated

Some particularly fine books for children have been published recently by the John C. Winston Company, these including "The Child's Primer," "The Child's First Reader" and "The Wonder Book of Bible Stories." The Primer is stoutly bound with a most attractive cover and the type is sufficiently large to make the stories readable for the little ones. Each page carries a suitable illustration in colors and the reading matter is such as should appeal to the child just learning to read, among the stories being "The Little Red Hen," "The Gingerbread Boy," "The Three Bears," "Lambikin," etc. The First Reader is patterned along similar lines, being profusely illustrated and set up in a type calculated to hold the attention of the juvenile. For youngsters of the pre-school period these books are just the thing. "The Wonder Book of Bible Stories" is an elaborate publication for the child who has mastered the art of reading. The stories told in the bible are set out in an entertaining manner, the language being of such a simple nature that the child does not have to puzzle his or her head over big words or high-sounding phrases. Simple but effective illustrations accompany each narrative. Bible stories are favorites with the little ones and it is with a view to assisting parents in telling of bibical heroes and heroines, and at the same time aiding young readers in understanding them, that this series of stories especially suitable has been selected and adapted. The book is filled with stories that are particularly interesting to childhood and applicable to the life of the young.



H. G. WELLS
Whose latest book, "The Salvaging of Civilization," was published recently by The Macmillan Company of Canada.

"Domino" In "The Masques of Ottawa" Writes History With A Powerful Pen

"Wherefore are these things hid?"
"We will draw the curtain and show you the picture."
(Twelfth Night)

"O wad some power the giftie gie us
To see oursel's as others see us."
(Burns.)

The "Mirrors of Downing Street" has by a turn of the optical adjustment given place to the "Mirrors of Washington," in both of which publications are exhibited in full limelight the real aims, motives, and characters of prominent public men. "Mirrors" reflecting undress personalia, literary x-rays, from which there is no longer any hiding place, are the fashion just now, and "The Masques of Ottawa" (The MacMillan Company) is Canada's contribution. It is, of course, not necessary for every "Margot" to occupy the front seat on the title page of her own "Decameron," and with the commendable modesty usually noticeable with authors of "memoirs" and "letters," based upon the private lives and "occult" doings of politicians, ministers, financiers and celebrities in general, a **nom de plume** suffices. "Junius Letters" are over a century old and there is still no absolute certainty as to the author's identity.

Canada is not to be outdone in "mirroring" hitherto masked details of the history of her public men. She is old enough to have grown (besides wonderful wheat) a splendid crop of politicians, premiers, ministers, lords and barons, financiers, whose work and methods have marked them for the supermen of Canada. Ottawa is the Capital, the centre, to which all, more or less, gravitate and the author of these historic details to be known as the "Masques of Ottawa" is ....**Domino.** The unknown unmasks a select company of twenty-five important Canadian personalities, all interesting,—all human,—all of undoubted ability, a variety which might satisfy even La Bruyere, himself. Incidentally, Domino writes history with a powerful pen. He is no detractor, though he tells many wholesome truths, he is no gossip though there is much to enjoy in the details of the life-histories of these men.

Domino has lived an intimate and observant life in Canada, and appears to know everybody. At his bidding, masks are dropped and "great men" of the day come to the footlights. They are not paraded here for popularity, for notoriety, for so-called History. Many as "Makers of Canada," have made themselves, but all pastboard pretensions, all sham stature is ruthlessly destroyed by Domino, the "stuffing" of the effigy as usually prepared for the public eye is removed and in some cases, humanly speaking, not much is left. Domino, however, (like Mrs. Gamp) "wants credit done where credit's doo"! His object is achieved without offence.

Domino's path was a difficult one, in these "Masques of Ottawa" blest everywhere with pitfalls of opportunity for the display of prejudice and partisanship. He has avoided them and has steered with a fair wind and with singular sense and justice.

CHANGES AT MACMILLAN'S

F. D. Hartman Is Educational Manager New Representatives Appointed

The MacMillan Company of Canada announces the appointment as Educational Manager of Frederick Dean Hartman who displaces Montrose W. Liston. Mr. Hartman has not, as has been reputed, had any experience in the publishing business, nor has he had any connection with the allied houses of MacMillan either in New York or London. He comes to his new position as did the President of the Canadian Company, Mr. Eayrs, from newspaper work, having been a Special Correspondent of the New York Post, Chicago News, etc. He is a graduate of Johns Hopkins University. He is a frequent contributor to the Atlantic Monthly, Publishers' Weekly and others.

The new Western representative for the MacMillans is J. M. Merry who had some connection with the line before and is deservedly popular in the West.

The new Maritimes representative is John Y. Bews of Hamilton, a recruit to the publishing business.



BOOTH TARKINGTON
Whose "Alice Adams" (S. B. Grundy, Toronto) is one of the Season's most popular products.

THE LIFE AND LETTERS OF
SIR WILFRID LAURIER

—by—

OSCAR DOUGLAS SKELTON

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The Most Important Canadian Publication of the Decade

Sir Wilfrid Laurier was appealing, interesting, dramatic beyond most political figures of modern times. His biography is singularly good reading. It is illuminating, not only as regards the recent history of Canada, but also in its important relation to the world development of Liberalism.

The chapters sketching the French pioneer ancestry from which Sir Wilfred emerged are as interesting as any in the book, and explain much concerning the man's personality. His love story which turned out so happily after a most romantic escape from wreck; the long struggle in an infinitely complicated world of politics; his connection with the politics of railroads when the course of Canadian empire was taking its westward way; the part he took in the movement toward closer economic relations with the United States; and finally the time when, for the longest unbroken period of power in Canadian history, he was Prime Minister—these things make a story of compelling interest, which will have an intense appeal to all Canadians.

CORRESPONDENCE OF
SIR JOHN A. MACDONALD

—by—

SIR JOSEPH POPE, K.C.M.G.

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They cover a long and eventful life, a splendid career that was connected with the days of Canada in the making. One of his biggest achievements was the building of the Canadian Pacific Railway, but in many other ways he left Canada richer for his wise and constructive statesmanship.

They include letters from and to the highest personages of his times, the first six Governors General, colleagues, public men of all sorts; they throw fascinating and illuminating sidelights upon such matters as the Confederation, the acquisition of Canada's Northwest, the history of the Intercolonial and Canadian Pacific Railways, the Riel uprisings, the Washington Treaty of 1871, the various Fisheries Negotiations with the United States.

This volume has an assured place in history. It is invaluable as a source book for the period between 1840 and 1890. But it has its wider place with that increasing body of readers who are turning to the lives of great men for insight upon the life of man.

THE DRAMA OF THE FORESTS

—by—

ARTHUR HEMING

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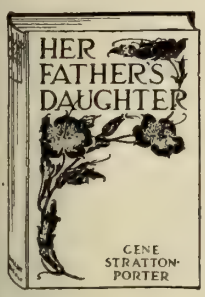
It is this life, the wild creatures on foot or fin or wing, the human life scattered and seeming alien there, stalking among the trees following game or gathered around the camp fire, that Mr. Heming brings to us, vividly, unforgettably—all its tragedy, its humor, its shocks, its farces —truly the drama of the forest.

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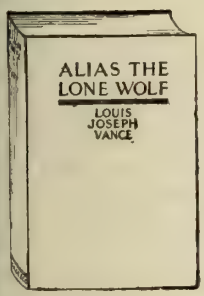
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People who like stories of mystery, of love, or of adventure will like this book, for it is a combination of them all. The central figure is Mr. Vance's most popular creation, the Lone Wolf, and the story is written in the style that has made "The Lone Wolf," "The False Faces," "Red Masquerade" and his other novels favorites among thousands of readers.



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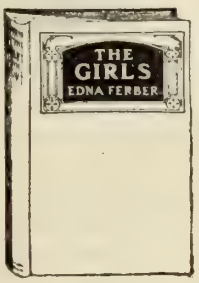
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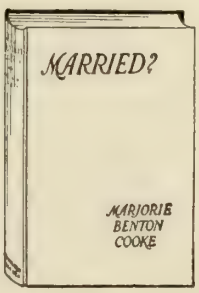
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Helen Kent's brief, charmed marriage is turned into ugliness by her husband's desertion and all beauty became an illusion. However, all the beauty and idealism she suppressed in herself came to bright flowering in her daughter Bec. The book is properly Bec's story until to Helen also love came anew, with its lesson that brought understanding. It is easily Sarah Comstock's best.



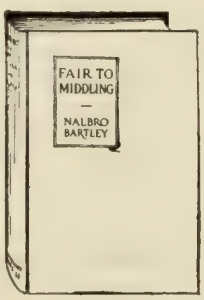
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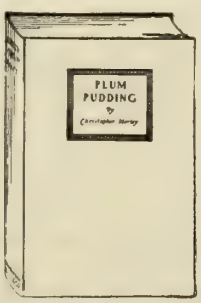
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SNAPPY OUTDOOR STORIES

"Just Huntin" Is the Work of a Guide Who has Fished and Hunted Over a Wide Radius

A book which any lover of the great outdoors would enjoy to the full is "Just Huntin" by Ozark Ripley which has just been published by Stewart and Kidd Company, Cincinnati (price $2.). "Just Huntin'", the author of which is an expert guide who has fished and hunted from Northern Alaska to the Gulf of Mexico, is said to be the only collection of outdoor stories carrying the human appeal for the man who has been there. Certainly it overflows with pep and snap, the tang of the woods being evident in every line. Each incident is a perfect short story ingeniously contrived by the author that almost unnoticed he brings about the objective in a manner that not only holds spellbound the reader but instructs even the old-timer, let alone the novice. The book, which is handsomely bound and easily readable, is filled with information which is accurate in every degree and at the same time highly entertaining. To read the book is to know Billy White and Tom Breathwaite and the "rest of the gang" almost intimately as it is possible for men to know each other while living together in the woods.

FOR THE LOVER OF MUSIC

That Emile Jacques-Dalcroze has produced something well above the average for those who are interested in music is evident even from a hasty glance through the pages of "Rhythm, Music and Education" (G. P. Putnam's Sons, Price $3.50). The translation has been made from the French by Harold F. Rubinstein and the illustrations are in keeping with the get-up of the book and the material presented. The author's aim is to enable the American child to advance with more confidence on the path of spiritual and physical self-conquest and to pursue his aesthetic and moral development with more certain persistence and harmony of effort. The place of ear training in musical education is emphasized and not a little attention is paid to the reform of music teaching in schools. The necessity for the collaboration of parents in establishing a composite rhythmic culture is pointed out and attention drawn, too, to the influence of school music lessons on the musical progress of society. Dancing is described as the art of expressing emotion by means of rhythmic bodily movements and, after considerable discussion, the point is made that dancing must be completely reformed, the present art being replaced by a new one founded on principles of beauty, purity, sincerity and harmony. The author's remarks are based on a whole series of positive experiments rarely before attempted by psycho-physiologists.



BLISS CARMAN

Noted Canadian Poet who is being mentioned as the first incumbent for the Poet Laureate's chair in Canada. A collection of his poems is being published by McClelland and Stewart this fall.

HANDBOOKS OF INFORMATION

Twenty-two Books—Non Technical And Up-To-Date—For Home and Business

Stepping stones to success is theexpression that might well be used to describe the twenty-two international handsize and easily readable, are veritable books of practical information which have been published by The John C. Winston Company, Toronto, to meet the needs of mechanics, electricians, farmers, minors and business and professional men. These books, which are pocket encyclopoedias of the subjects they deal with, serving as books of reference, of information, of ways and means, of facts and figures. Experts of the International Correspondence Schools have compiled and edited these little volumes, which are offered at a dollar each, and which are practical rather than theoretical. Every subject taken up is handled in a simple and direct manner. Take, for instance, the Mechanic's Handbook: an effort has been made to anticipate the daily wants of the user and give him the information sought in the manner best suited to his needs, the rule, formula or process considered best adapted to the circumstances of the case being always described in full. In the Advertiser's Handbook the same plan is followed out, the needs of the average business man rather than of the experienced advertising manager being kept in view. This handbook is not at all a course in advertising but the information contained within its 445 pages wll undoubtedly prove a guide in solving a great many advertising problems and at the same time afford a good basis for a systematic study of an interesting and exceedingly important subject. These books should be a help to ambitious individuals.

A ROY BLAKELEY ADVENTURE

To the West and Then Back With Three Touring Cars and a Van

Percy Keese Fitzhugh has provided youth with another splendid adventure story in "Roy Blakeley's Motor Caravan" (Grosset and Dunlap) in which the irrespressible young Blakeley and his patrol undertake an unique trip. Roy and his chums are preparing to go camping when along comes Harry Donnelle with the offer of a trip out West to bring back some motor cars. The lade "jump at" the chance offered by Donelle who—to quote Roy—"was a lieutenant in the war." After some amusing adventures they reach their destination and start home with their motor flotilla. And here's where the fun begins. Each car is plastered with signs and, with the spirited youngsters conspicuous on the cars, the caravan creates quit a commotion as it passes along. First, the patrol saves the day for a travelling troupe of actors; then they run into a mystery and are nearly arrested and on capturing a scarcecrow a mysterious paper, suggestive of hidden treasure, is found in its pocket. To tell more would be to spoil the story. But the book is certainly a humdinger for fun. And so boylike and unrestrained is Roy's method of narrative that it is a real experience to read of the adventures of these intrepid scouts.

THE LATEST "TARZAN BOOK"

Edgar Rice Burroughs Tells in "Tarzan the Terrible" of A Search In Africa

What stands a perfectly good chance of being classed as the most thrilling of all the Tarzan books is "Tarzan the Terrible" (McClelland and Stewart) in which this now-famous character is seen searching through the wilds of Africa for his wife. Certainly Mr. Burrough's latest is a startling book. Adventures crowd each other in rapid succession and from first to last the reader is kept on the qui vive. Crossing a high mountain range, Tarzan descends into a valley where his way is barred by strange creatures of pre-historic types, left-overs of the stone age. The strength and cunning of the ape-man are taxed to the utmost to conquer these ferocious creatures but the matchless Tarzon comes through with colors flying. In this book is told, too, the story of the fate that overtakes Lieut. Obergatz, last of the three German officers who had led the native troups in the ravishing of Tarzan's peaceful home. Taken prisoner with his wife, whom he has found after a long search, Tarzan finds himself in the power of the Hun now posing as a god. Notwithstanding that he holds the upper hand Obergatz fears the giant ape-man—the Nemensis who had trailed him through his dreams through long, weary months. To maintain his prestige he prepares to slay Tarzan with his own hand but just as the knife is raised the "Messenger of Death" enters, Tarzan's wrongs are avenged and upon the back of a prehistoric triceratops Lady Jane, Korak and Tarzan gallop off toward the land that is best of all—home.

ADVENTURE AND ROMANCE.

The "Princess Maida"—a Love Story Full of Youth and Adventure

Brewer Corcoran has given lovers of fiction something particularly good in "The Princes Naida" (The Page Company, Price $1.90) of which the keynotes are adventure and romance. This fascinating novel is a romance of vivid interest—a love story full of youth and adventures that thrill. The mythical principality of Nirgendsburg plays a big part in the story which centres around the charming personality of the dashing Princess Naida. The mountains of Switzerland form a back ground for the tale while throughout it all the grim sceptre of Bolshevism stalks triumphantly. An upstanding young American figures as the hero and the story of his fight for the "Princess who is a girl" is told with a rush and sweep of action which cannot fail to hold the attention. The characters are true to life, the dialogue unusually clever and the plot as snappy and virile as could be desired. There is a strong vein of humor running through the narrative so that the reader is given no chance to be thrilled "ad Nauseame" Mr. Corcoran, while supplying the fiction lover's demand for startling situations, has not forgotten that people are liable at times to get too much even of a good thing.

TRUTH MIXED WITH FICTION

"The Beloved Woman" is worthy of the Pen of Kathleen Norris. Are Really Human

Those who have read "Mother" and "Saturday's Child" know Kathleen Norris' secret of story-telling. She has won her way by a genius for making her characters as humanly human as is possible. All her heroes and heroines have little, lovable faults and the villains have some virtues. In "The Beloved Woman" she shows an appreciation of the fundamentals of life which is very interesting from a psychological point of view as well as from the realist's. It is the story of a girl, who cheated of her birthright, is suddenly given all the things which rightly belong to her and for which she has unconsciously yearned. The events of this new life appear with startling but always logical rapidity working all the time to a full development of the beloved woman's character. And just when she has come into her own, the true woman is born in her and she flies from all that had meant at one time real happiness. The dual call of duty and love were too strong just as they are to every real woman. As the man who appreciated her, perhaps most of all, said, "She is a remarkable woman—Norma will make a wonderful wife." This is a book which will interest any reader who loves an element of truth in fiction. It is published by the Oxford University Press.



LILIAN VAUX MacKINNON
Author of "Miriam of Queen's" (McClelland and Stewart, a story of University life at Kingston, Ont.

DRIVING HOME A MORAL

In "The Master of Man" Hall Caine Tells of Sin, Suffering and Redemption.

Hall Caine, whose most recent claims to fame rest on "The Deemster," "The Christian," "The Bondman," and "The Manxman," has given the world another story of a somewhat startling nature in "The Master of Man" (The Ryerson Press, price $1.75). Like "The Deemster" this is a story of sin, suffering, and redemption. Mr. Caine stands out in every chapter as a great and grifted author. His situations are strong and so are his characters. That his brain still runs in the grove of genius and that his hand has lost none of its cunning are easily manifest. The dialogue is never dull, never drags. Nor even for a moment does the reader's interest wane. Although modelled along lines somewhat similar to "The Deemster" the story of "The Master of Man" is entirely different. Victor Stowell, a young man of fine nature, belonging to a family with high traditions, commits a sin against a women in circumstances of extreme temptation such as come to thousands of young men in every generation. The moral, "Be sure your sin will find you out," is driven home with undeviating directness but the climax of the story is the young man's redemption the resurrection of his soul. The scene is the Isle of Man and the period the present, but the one may be said to be all the world and the other all time for the subject is universal. The ending of the narrative is not the happy one that is generally looked for but this only adds to its strength. The final chapter sees Victor and Fenella wedded in the prison chapel and behind the walls of the grim fortress the author leaves them—the man who had voluntarily made the great sacrifice for his sin, and the woman who, in the greatness of her love, was living out his punishment beside him.

NEW AUTHOR MAKES BOW

"A Flower of Monterey," a tale of an American in Spain

Katherine B. Hamill, although a newcomer among fiction writers, promises to become a favorite with the lovers of good stories, judging from her "A Flower of Monterey" which has just been published by the Page Company (Price $2.00). The story, which bristles throughout with romance, rivalry and adventure, tells of an American waif who, after being cast up by the sea, grows up in the heart of a Spanish community but with a healthy American disrespect, nevertheless, for Spanish life and customs. For the hand are many aspirants but deep bitterness of this frail flower of Monterey there marks the rivalry between the wealthy Don Jose and the young American sailor-adventurer. From the moment when the impetuous Asterly falls in love with Pajarita at a dance on the beach at Monterey events move with a rush. The element of jealousy is by no means lacking and not only is the narrative itself filled with the vim that added zest to Spanish love affairs but the setting is historically correct and surprises are by no means lacking. As a matter of fact, the reader will be sure to open his eyes in stark astonishment as he peruses the concluding chapters. Booksellers need not hesitate to recommend this book to customers in search of an engrossing novel.

IN THE FAR NORTHLAND

"The Golden Snare" Tells The Story of Stirring Incidents Among The Snowy Wastes

The name of James Oliver Curwood is almost sufficient recommendation for a book at the present time. "Kazan," "The Danger Trail" and "The Courage of Marge O'Doone" having made this writer's name one to be conjured with among lovers of novels overflowing with action and presenting real, red-blooded men and fair and dauntless women. In "The Golden Snare" (Grosset and Dunlap) Mr. Curwood presents another "thriller" the value of which as a motion picture has not been overlooked by the film folk. That the adventures of the famous Royal Northwest Mounted Police come upon their share of the strange happenings of life is brought out by the author who in "The Golden Snare" tells of Bram Johnson, the mad wolf-man of the upper country. Philip Raine of the R. N. W. M. P.—to scratch the surface of this splendid narrative—wakes up to find himself a prisoner in the hands of Bram Johnson, a murderer whom he has been hunting. In Bram's cabin he finds a wonderful girl with whom he falls in love at first sight. As the plot unravels Bram goes off on a hunting trip, taking half of his pack of murderous wolves with him and leaving the others to guard the prisoners. From this point events follow one another in rapid succession.

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and more than we have room to mention

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"Automobile Repairing Made Easy" Should Interest Every Motor Car Owner

For the man who has an automobile, in thinking of getting one or is at all interested in the popular vehicle of the twentieth century a better work on the subject could not be secured than "Automobile Repairing Made Easy" by Victor W. Page (The Norman W. Henley Publishing Company). This is a complete treatise, taking in considerably more than a thousand pages, on shop methods, equipment and processes The approved methods of repairing are explained and all the latest developments along this line are also shown, these being based on a wide, actual repair experience and including electric starting and lighting system instructions, oxy-acetylene welding, tire repairing, engine and ignition timing, overhauling, etc. The book, covering as it does every phase of the work of repairing autos, should be invaluable to motorists, students, mechanics and repair men, the more so as every phase of the subject is treated in a manner that is practical and absolutely non-technical. There are over a thousand illustrations, those defining the construction of parts being made from accurate automobile engineering drawings. Useful tables for the mechanic are presented and perhaps, best of all—there is a carefully compiled index from which a person may find in an instant just the information needed. The index is arranged alphabetically in such a way that the information about chains, say, is wanted it can be found by looking under "C". So completely does Mr. Page cover the subject that even first aid principles and the make-up of the shop medicine chest are explained at length.

MANKIND'S FUTURE DISCUSSED

Establishment of a World State Advocated By H. G. Wells In Latest Book

That the establishment of a World State, including France, Germany, Poland, England and America, might avert the destruction of civilization—which he considers inevitable in the event of another war taking place—is the point brought out by H. G. Wells in "The Salvaging of Civilization" (The MacMillan Company, Price $2.25). "You think I am talking of a dreamland, of an unattainable Utopia?" queries the author of the reader, going on to say: "Perhaps I am. Even before our lives run out we may feel the dawn of a greater age perceptible among the black shadows and artificial glares of these unhappy years." Mr. Wells makes it clear that the Great War has shown that modern implements of destruction have and will be brought to such a state of perfection that the next war may very well destroy civilization itself. Such a catastrophe he thinks might be averted by a World State, the make-up of which he describes in snilful detail. A resolute push, believes the author, might reconstruct the entire basis of our collective human life but should this effort not be made he fears that the outlook for mankind is likely to become an entirely dismal prospect.

Mr. Wells does not think a mere League of Nations is adequate, and says there must be a vast enlargement of ideas and something very like a change of heart in hundreds of millions of human beings if there is to be a change for the better. Is there anything in history to justify hope for so gigantic a mental turnover in the race? The author cites the spread of Christianity in the first four centuries, A. D., and the spread of Islam in the seventh century. Going deeply into his proposal of a world Government and switching then to an educational topic Mr. Wells expresses the its resources upon armaments or soldier- hope that a world that wastes more of ing, and which produces whatever it wants in the regions best adapted to that production and delivers them to consumers by the directest route will be rich enough not only to spare the first quarter of everybody's life for education entirely, but to keep on with some education throughout the whole life-time. In such a world there will be little toil, mankind having machines and power enough to look out for this.

Having outlined a plan for the reconstruction of the world, he proceeds to do the same for the Bible. He would take the Bible for his model. He would retain parts of it and piece it together with scraps and patches from other books and literature and up-to-date treatises embodying rules of life, rules of health, teachings of sex morality, problems of property, trade and labor.

The concluding chapters, on the schooling of the world, and on the college, newspaper and book, give the author another opportunity to exploit his educational views and strike out at the present conventional methods and systems of instruction.



G. M. TREVELYAN

Three of whose well-known works on Garibaldi have been added to the Edinburgh Library of Thomas Nelson and Sons, Ltd. These books have been regarded, ever since their first publication, as among the masterpieces of modern political biography.

PASSING OF THE OLD WEST

"Let 'Er Buck" Is Sure to Appeal to al Who Love Real Sportsmanship Out of Doors

"Let 'Er Buck" (G. P. Putnam's Son Price $2.25) is a splendid volume i which Charles Wellington Furlong tell the story of the passing of the Ol West. There are fifty illustrations o bucking horses, cow-pony races, stee roping, bulldogging Texas leghorns Indians, cowboys and old time scout as seen occasionally at stampedes i Calgary or Medicine Hat or in Pedle ton, Oregon, each September when th famous annual cowboy carnival, "Th Round Up", is staged. As G. P. Put nam, who resided in Oregon for som years and knows at first hand some thing of the range country and it people says: 'Let 'Er Buck' is truly breath of the real West of yesterda and today, alluring for us in the Eas and inspiring to every reader to whor the West means home". That the au thor knows what he is talking about i evident on realizing that on one occa sion he broke the world's record—an his wrist. "Let 'Er Buck" represent the results of some seventeen years o close personal study of and participa tion in the life of the range, in th countries of South America and in fou annual round-ups. The author ha sought—and has admirably succeeded i his endeavor—to portray the big, fre spirit and significance of range lif through type similes, simple inciden and outstanding feature and thus re cord a verse or two of the swan son of the cowboy before his range cries di away. In North, South, East and Wes the book should find many friends.

SHOWS FRANCE AT PEACE

Robert W. Service Seen At New Angl In Latest Ballads.

Robert W. Service, the "poet of th Yukon," has again demonstrated i "Ballads of a Bohemian" (Barse an Hopkins), his ability to put things o paper—an ability which for shee strength and virile power has no pee in contemporary verse-making. Wit the conclusion of the war this youn poet returned to mufti and a well-earn ed rest. He bought a home in France and began to study the people on inti mate terms. He has frequented the La tin Quarter and the boulevards. Th artistic life of Paris has fascinated hin no less than the din of war, or the un trodden wastes of snow. For Servic is a man of many moods and—as has been shown—his genius responds t the widest range of expression. Re flecting this new experience comes his latest book, "Ballads of a Bohemian," published in 1921. It is an epic o France at peace no less than his "Red Cross Man" is the outstanding epic o the War. It is a panorama of life in four parts—Spring, Early Summer, Late Summer and Winter. Before the read-

er's eyes pass a swift succession of vivid pictures—of a poor poet's garret, of Julot, the apache of Montmarre, of the cafes, the absinthe drinkers, the boulevards, of the various queer neighbors—artists, little sewing girls, cocottes, grisettes—all the busy, jostling life of the Latin Quarter. This volume is the largest thus far that he has written. It is full of humor, of pathos, of tragedy, of passion and of sentiment such as only Service can fully express. And it goes without saying that the volume will be received with delight by thousands who have learned to love the poetry of this stalwart Canadian, who first sprang into fame through singing of the glory and the gloom of the Klondyke. The collection, written in Paris during the war, naturally includes a number of war poems. Among these should be mentioned "The Three Tommies," which tells of Barret, the painter of pictures; Fanning, the maker of music, and Harley the writer of stories. Several humorous selections brighten the pages, and among them "A Domestic Tragedy," "The Joy of Being Poor" and "A Song of Sixty-five."

A ROMANCE OF THE EAST

Maud Diver's "Far to Seek" On a Par With Captain Desmond, V. C.," and Others

In "Captain Desmond, V. C.," "Lilamani" and "Desmond's Daughter" Maud Diver set up a standard in the writing of thrilling narratives which it was thought she might find difficult to measure up again. But in "Far to Seek" (The Ryerson Press) Mrs. Diver has achieved the seeemingly impossible. A romance of England and India, "Far to Seek" tells the story of a noble and stout-hearted youth who as a British officer fought for the empire and, as the son of Lilamani, an Indian Princess, for the sanctities of home and beauty—intrinsic beauty of mind and body and soul—against hideousness and license and the unclean spirit that could defile the altar sanctuaries of God. After a short but brilliant career as a cavalry officer in France, Nevil Le Roy Sinclair, hero of the tale is transferred to India. As sequel to a daring and successful raid Roy is captured and held a prisoner for three months. While in prison word reaches the youth of the death of his mother whom he idolized. The remainder of the tale shows Roy passing through many hazards to live up to what his mother would have him. In a word, "Far to Seek" is an idyll of mother and son. Part of the book's setting is in Lahore at the time of the native outbreak in April, 1919, and the main events are true to fact. What is more, the opinions expressed by Mrs. Diver's Indian characters on the present outlook are all based on the written or spoken opinions of actual Indians—loyal or disaffected, as the case may be. Mrs. Diver is a forceful writer, her characters are real people and her knowledge of world affairs is apparently wide-spread.

ROBERTS' STORIES OF LIFE IN WILDS AN EDUCATION

SINCE the announcement of the putting on of a Canadian Authors' Week some time in October or November, the thoughts of Canadians—publishers, booksellers, and the "dear public"—have turned towards Canadian books. In this category must be placed prominently the set of eight titles by Major Charles F. D. Roberts. These have been published by the MacMillan Company of Canada at the list price of $1.10 each.

Major Roberts has been called—and not without reason—the O. Henry of the Animal World. For some time there has been a demand for his books at a price within the reach of the average reader and in these days of printing, paper and binding costs the lowering of price from $2.25 and $2.50 can be regarded in the light of an achievement.

For Child and Adult.

That the major is one of Canada's most distinguished authors goes without saying, and it is only fitting that his works should find a conspicuous place among those on exhibit during the week devoted to "pushing" the pen products of Canadians.

The books have been set up in a type that is easily readable and all are attractively bound with a uniform covering. The titles are: "Jim—the Story of a Backwoods Police Dog," "The Backwoods Men," "Children of the Wild," "The Feet of the Furtive," "The Secret Trails," "Hoof and Claw," "Kings in Exile," and "Neighbors Unknown."

From their titles alone a good idea may be secured of the worth of these stories which should be equally acceptable to both child and adult. Not only does the author show that he knows the woods and is familiar with the characters depicted but that he also knows the Somme and the battlefields where the best of Canada's manhood gave their lives is evident from his story of "The Mule," put in as a supplementary to "Jim." "The Backwoodsmen" is a series of short stories each bristling with descriptive sketches of the wild creatures of the forest and their human brethren, and somewhat similar are "The Feet of the Furtive" and "Children of the Wild." A crackerjack "bear story" is "With His Back to the Wall," which is one of the sixteen in "The Feet of the Furtive." Here the author tells of a battle to the death that a big black bear and a lone hunter put up against a pack of hungry wolves, the strange combination eventually winning out, the bear dragging off a slain victim with which to assuage hunger's pangs and the half-starved man also carting off wolf's meat in preference to bear's—his preference on this occasion being the man's tribute to the valor of a brave beast.

With just such tales are these Robert's books are filled. The perils, hardships and wholesome fun of life in the open are all skilfully depicted. Man's encounters with the beasts and birds of the wilds are recounted in a thrilling yet simple manner while the reader is also privileged to see—with safety—the ferocious combats and duels in which birds and beasts of prey so often engage.

It would be imposible, of course, to attempt to give here anything like an intelligent review of every book. Suffice it, though, to state that Major Roberts knows well the world of which he writes. His stories are not just "animal stories" as generally understood. They have not been written from hearsay or notes taken at long range. They are the observations of a man who has been there. They are virile, red-blooded, snappy and real. They are stories that will provide entertainment for young and old from which much may be learned. In a word, they are an education.

GOOD BOOKS FOR THE KIDDIES

"The Alo Man" is Third Book in Series Entitled "Children of the World"

"The Alo Man" Is Third Book In Series Entitled "Children of the World."

The World Book Company has just issued the third book of its "Children of the World" series. This book is the work of two well-known writers of published works for children that have been successful.—Mara L. Pratt-Chadwick and Louise Lamprey. "The Alo Man" certainly should interest the little ones as it tells stories of child-like people. It is a pure narrative with never a hint of stale fact or didactic teaching, yet the book contains a fund of information. Against a background of authentic fact illumined with a wealth of deverting detail. "The Alo Man" is a brightly spun tale of adventure that is irresistible in its appeal. Spear-heads glitter in the sun-light, stockades of elephant's tusks gleam from the shadow, traders are surrounded by intrigue, danger lurks in the forest, and slave dealers come over the mountains—there is no hint of the schoolroom in this story! It is as alive as the chattering creatures who swing in the tree-tops and who, we are told, were once thieves and cowards forced by public opinion to live so long in the trees that they at last grew tails and fur and stayed where they belonged.

MRS. PORTER'S POPULARITY

The popularity of Gene Stratton-Porter is evident in the fact that her works have sold a total of more than nine million books. With such a record established "HER FATHER'S DAUGHTER" (S. B. Gundy) is assured of a splendid reception at the hands of the reading public.

New Company Registered—The Moffatt Toy and Novelty Company has been registered in Toronto.

YOUR TWO BIGGEST

And a host of other good ones. The authors' names — most of them already in the best seller class, others

SIR HALL CAINE'S

The Master of Man

A really big book this, said by the author himself and the critics to be his masterpiece. Twice the wordage of a popular novel, beautifully bound with extraordinary colored jacket, 435 pages in all yet priced at $1.75.

SEE THIS OUTSTANDING LIST

JEFFREY FARNOL

Martin Conisby's Vengeance

A sequel to "Black Bartlemy's Treasure. This will be in strong demand. $2.00.

MAUD DIVER

Far To Seek

With the better class of readers Maud Diver's name stands high. This is her best book. $2.00

EDISON MARSHALL

The Snowshoe Trail

Set in the forest wilds of British Columbia this story with its strong local characters will appeal to everybody. $2.00.

GEORGE BARR McCUTCHEON

Quill's Window

As usual, full of action with strong plot and striking characters. $2.00.

MARIE CORELLI

The Secret Power

Every woman in your town will want a copy of this book. See that she gets it. $2.00.

GOVERNEUR MORRIS

Yellow Men And Gold

This is the sit-up-at-night-till-you-finish-it kind of book. Morris' name counts. $2.00.

OCTAVUS ROY COHEN

Highly Colored. More of these famous darkey characters. Chock full of humor. $2.00.

ARTHUR J. REES

The Moon Rock

Another ingenious detective story. $2.00.

IT WILL PAY YOU TO STUDY

The Ryerson Press

TORONTO

SELLERS THIS YEAR

destined to be there—will in themselves spell a story of big business for you this fall and winter.

HAROLD BELL WRIGHT'S

Helen of the Old House

This will have the largest sale of any book in Canada this year. You know why. Harold Bell Wright's name coupled with very extensive advertising will do it. A window full of it now will mean big sales immediately. Are you prepared? $2.00.

OF OTHER BIG ONES

KNUT HAMSUN

Pan

Canadian publication of a book which has made a great success in Europe. $2.00.

HUGH WILEY

Lady Luck

As a humorist Wiley can't be beaten. These stories are unapproachable. $2.50

HENRY G. AIKMAN

Zell

Sound literary workmanship with unique originality. $2.50.

GEORGE KIBBE TURNER

White Shoulders

An exciting love story with an involved mystery. $2.00.

FRANCES R. STERRETT

These Young Rebels

Here is a sprightly story that everyone will like except the too-religious. $2.00.

FLOYD DELL

The Briary Bush

The author of "The Moon Calf" in another brilliant book.

J. S. FLETCHER

The Borough Treasurer

This author writes a particularly pleasing mystery detective story. $2.00.

MARY BORDEN

The Tortoise

A new writer but a most able one. Her "The Romantic Woman" set a new standard. This one is $2.50.

OUR FALL LIST - - THE GREATEST IN YEARS.

The Ryerson Press

TORONTO

"RILLA OF INGLESIDE"

Not in a long time has there been a better novel given to the public than "Rilla of Ingleside" by Lillian M. Montgomery which is being published this month by McClelland & Stewart, Toronto. That Mrs. Montgomery's latest novel bears the ear-marks of the author of "Anne of Green Gables," "Anne's House of Dreams" and "Rainbow Valley" is evident at once to those who have read these books. "Rilla of Ingleside" deals in great part with the World War and her principal characters she might well have had in mind when she wrote:

"Now they remain to us forever young
Who with such splendor gave their youth away."

Mrs. Montgomery's latest novel is on a par with her others which fact alone ensures for it unrestricted popularity and a heavy demand.

A SOLDIER'S HOME-COMING

The Shattering of a Warrior's Dream Pictured in "Pride of Palomar."

With a young Californian bearing an old aristocratic name about half a yard long as its hero, "The Pride of Palomar," which is being published by The Copp-Clarke Company on September 24, promises to be one of the season's successes. Don Mike, just back from the war to find his dreams of a happy reunion shattered, is a loveable character who falls in love with the daughter of the man who has secured possesion of his broad acres in his absence. How the young Californian redeems the land he loves is delightfully told in this remarkably fine book by Peter B. Kyne—one of the most popular authors of the day.



OWEN WISTER

Whose new book, "Indispensable Information for Infants or an Early Entrance to Education"—a book of verses about people prominent in American life—is being issued by The MacMillan Company.

PLAN FOR BIG WEEK

Meetings to plan for Canadian Book Week from November, 21 to 28, were held on Friday last by the Publishers' Section of the Toronto Board of Trade and by officials of the Canadian Authors' Association. The publishers decided to give a banquet to the sales force of the Toronto book stores, at which the campaign will be outlined and an effort will be made to see that the libraries, as well as the book stores, are well stocked with Canadian books. Book prizes for competitions in the schools will be awarded and speakers for schools, clubs, etc., will be provided. Considerable help, too, will be rendered by the Toronto Arts and Letters Club. The authors' campaign will be focussed on Halifax, St. John, Quebec, Montreal, Ottawa, Toronto, London, Winnipeg, Edmonton, Calgary, Vancouver and Victoria, all these places having been visited recently by representatives of the association

FEATURED IN FALL LIST

A feature of the Fall list of Thomas Nelson and Sons is The New Age Encyclopaedia, which was brought out a short time ago to sell for ten dollars per set of ten volumes. This encyclopaedia, containing numerous illustrations of the Great War and brief but complete sketches of the national leaders, as well as of new weapons and methods of warfare, is undoubtedly one of the handiest and most compact works of reference extant. It is a post-war work, is essentially modern and specializes on the most recent history, science, biography, geography and invention. It is written in the tersest language and every inch of space appears to have been utilized. The essential facts of the new age are presented at a glance, being also well illustrated with maps, diagrams and pictures. It is evident that special attention has been devoted to the Great War and the changes which have taken place in the world of recent years.

TRUE WOMANHOOD DEPICTED

The virility and force of Harold Bell Wright were never better portrayed than in "Helen of the Old House" (The Ryerson Press, $2.00) a stirring romance of American life to-day. Helen, the chief character, is the daughter of a laborer starting life in a small house at the bottom of the hill in a manufacturing town. Before being carried on the wheels of fortune to a mansion at the top of the hill the heroine shows herself the embodiment of all that is good and noble in womankind. She has joys and sorrows and love a-plenty and, incidently is the central figure in a beautiful love story with a colorful setting and gripping climax. There is something about the other characters depicted which is in every respect typical of the author, who pictures the generosity, the greed, the kindliness, the selfishness, the devotion, the hypocrisy, the feverish activity, the laughter and the despair of human hearts as few men can.

SOME NELSON FICTION

"The Queen's Quair or The Six Yea Tragedy" by Maurice Hewlett, the m poetical of all romances woven rou the heart-breaking tragedy of that que of romance—Mary of Scotland. As M Hewlett observes in his preface: ' hundred books have been written, a hu dred songs sung; men enough of the latter days have broken their hearts f Queen Mary's. What is more to the m ter is that no heart but hers was brok in time. All the world can love her no but who loved her then?" The "N Canterbury Tales" by the same auth and from the same publisher are a c lection of stories presenting the La Prioress and her confessor, the scrive er of London, the shipman of Hull, a the young gallant; and the machine is the old picturesque business of jo neys and tales told at halting-plac Everywhere are to be found a dari imagination, a fantastic wit, and a st which kindles often to the quality poetry.

AMID CANADIAN SNOWS

In the snow-covered areas beyo Winnipeg are laid the scenes of "T Lobstick Trail," (Musson Book Co pany, Price $1.75 net) which bids f to be one of the popular books of t Fall season. The story is well writt and gives a good glimpse of life amo the men who make their living by hu ing. Kirk Brander, following a drunk orgy which brought from his uncle t taunt that he was no good, goes to t West to make good. After five soul-tr ing years he prepares to return to civ ization with a tidy bank account and car-load of self-respect. How you Brander makes out is delightfully t in the remaining chapters, every one which contains abundance of thrills. "T Lobstick Trail," is a real tale of vi p'uck and endurance.



LACEY AMY

Known to the reading public as "Lu Allan," author of "Blue Pete; Ho Breed" and "The Love Trail," bo stories of the cowboy west (McClell and Stewart).



Books

Brief Synopses of Publications on the Market—
Chats About Authors and Their Activities.

VISCOUNT BRYCE COMING

The Macmillans in Canada have induced Viscount (James) Bryce to celebrate his visit to this country by their publication of "Canada as an Actual Democracy"; this is a sound, short book on the governance of our country.

* * *

A CANADIAN EXPLORER

It is not generally known that Vilhjalmur Stefansson is a Canadian, and those who read his first book will look forward with great interest to "The Friendly Arctic," graphically written and profusely illustrated. This is also to come this fall, from Macmillans'.

* * *

MR. HUTCHINSON AGAIN

A. S. M. Hutchinson is an English novelist of high standing, whose "Happy Warrior" is, possibly, his best known book. His latest novel, "If Winter Comes," (McClelland and Stewart) tells how Mark Sabre, an Englishman of unusual personality, ruggedly honest, kind and democratic, often runs contrary to the opinions of his snobbish wife and his narrow-minded senior business partner.

* * *

RUTH SAWYER'S LATEST

Ruth Sawyer's latest book recently published in Canada by the Musson Book Company, is one of her most "human." She is now working on a New England novel whose heroine happens to be a "throw-back" from three distinct race inheritances—a sea-faring forbear from Plymouth, England, an Irish Celt, and an Indian.

* * *

ADOPT A STANDARD JACKET

An innovation has been made in Canadian publishing by the adoption of the Macmillans in Canada of a distinctive and standard jacket for all their general books other than fiction, of which from now on, according to Mr. Eayrs, the President of the Company, there are to be not a few. The Macmillans in the States have a standard yellow jacket with a back-strap using the M. M. Co. monogram. The Canadian jacket follows out the same idea, but the ground of the jacket is blue with a deeper blue back-strapping, using the M. M. Co. worked in in conventional form indicating the Macmillan Company of Canada, Limited. Samples sent "to Bookseller and Stationer" by this Company show a very artistic and beautiful design.

MACMILLANS' FALL LIST

The Macmillans' Canadian list this fall is just published and shows a concern for books on the welfare of the country rather than for fiction. The most important book is "The Masques of Ottawa," by Domino. In effect, this is a sort of Mirror of Ottawa and shows through twenty-four sketches of prominent Canadians something of the "stuff" of Canadian statesmanship. It is in some respects, perhaps, a bitter book, though nobody could have written in a more unbiased fashion than Domino. The Canadian serial rights of "The Masques of Ottawa" are held by MacLean's Magazine.

OPENING UP IN HAMILTON

Jewell Brothers have started up in business with a fine store at 595 King Street, East, Hamilton, Ont.

* * *

IN THE WHEAT PIT

"The Profiteers," by E. Phillips Oppenheim (McClelland and Stewart) tells how Dreadnought Phipps tried to corner the wheat market of Great Britain and in so doing drove up the price of the Workman's loaf to more than a shilling. His deadliest enemy, John Philip Wingate, followed him from America, and by methods that were hardly within the law, stole both the fortune and the girl. There is abundance of romance, love, adventure, and excitement.

Just By Mere Accident That Service Stumbled Upon Fame's "Pot of Gold"

WHO is Robert W. Service and what has been his career?" are questions often asked regarding the man whose "Ballads of A Bohemian" were published recently by Barse & Hopkins, New York. Mr. Service answers these questions in a frank and manly fashion.

"Since I was born in Preston, Lancashire" he remarks, "I have seen thirty-eight summers and many more hard falls. Glasgow was the scene of my youth. My well-to-do but respectable parents decided to put me into a bank. Having reached the years of indiscretion, however, the routine of the office began to pall on me. So it came about that at twenty-one, to the horror of my parents, I kicked over the traces, and precipitated myself violently into the Wild West.

"Travelling steerage and emigrant, I landed in Vancouver with exactly five dollars in my pocket. The first job I had was picking stones off the surface of a field destined to turnips. With bewildering variety and rapidity other jobs followed. Finally, I was tramping —I knew and cared not where—down into the unknown wilds of Mexico, a blanket on my back, not a sou in my pocket."

"Then came jobs of less primitive kind," Service continued ,"a little schoolteaching, a little newspaper reporting, a good deal of Indian trading and much idleness in between. Finally, I grew tired of being kicked about from pillar to post; humdrum security began to appeal to me once again, so once more I sought a situation in a bank. In the height of the gold rush I was sent to the Yukon by the bank, and remained there eight years. I was much given to solitary walking on account of dyspepsia, and it was on these long walks through the snowy wilds that I first began to write.

"As I finished putting a story into rhyme I would throw it aside and start something else, for I thought nothing of my work. At last I got tired of amusing myself in this fashion, and the verses lay neglected in the bottom of an old trunk for over a year. Then one day I came across them and read one or two to a friend. He said they weren't so bad for an amateur, and that I might have some of them printed and hand them around to my friends as a Christmas card. This struck me as rather foolish; however, as I happened to receive from the bank a bonus of a hundred dollars, I promptly sent it with the verses to a publisher, and told him to go ahead and print them at my expense.

"A reply came in due course from the publisher that he had been impressed with the stuff and would be glad to publish it on a royalty basis. The book, 'Songs of a Sourdough,' reached its seventh edition before the date of publication. The very devil seemed to be in it, for it has gone on selling ever since and my poor neglected verses have gone round the world."

PROMISED FOR SEPTEMBER

Macmillan books for September publications include "The Book of Life," by Upton Sinclair, "The Secret Way," a new book of poems by Zona Gale, "Mr. Waddington of Wyck," by May Sinclair, the collected poems of Edwin Arlington Robinson, an essay on Louise Imogene Guiney, by Alice Brown, and a first novel by Robert Duffus, of the New York Globe staff, called "Roads Going South."

* * *

IBSEN TO LADY GREGORY

A third printing of Ludwig Lewisohn's "The Modern Drama," is announced by B. W. Huebsch, Inc. First issued in 1915, this volume has met with a persistent popular demand. Every significant playwright and movement since Ibsen is comprehensively treated—the realistic drama in France, the naturalistic drama in Germany, the renaissance of the English drama and the neo-romantic movement in the modern drama in France, Germany and Ireland.

* * *

A MOMENTOUS CONFERENCE

The discussion between Eamonn de Valera for Ireland and Lloyd George for England has been called "one of the most momentous conferences of this generation." The Sinn Fein movement is explained in "The Evolution of Sinn Fein," by R. M. Henry, M.A., of Queen's University (Huebsch). Prof. Henry is neither Catholic nor Sinn Feiner, and his account gains thereby in impartiality.

* * *

DREAMS IN PHOTOGRAPHS

On September 17th, Small, Maynard & Company will publish "A Third of Life," a novel by Perriton Maxwell, editor of "Judge." Mr. Maxwell is a well-known figure in the magazine world, having been editorially connected with most of the important periodicals of the country. "A Third of Life" is the first full length novel based on psycho-analysis and the Freudian theory of dreams as a determining factor in every-day existence. Aside from the originality of Mr. Maxwell's theme the story is illustrated by the author with actual camera interpretations of the subconscious mind during sleep. One of the incidents so illustrated involves a murder mystery.

* * *

HOW TO KEEP FOWL

Stanley Paul & Co., are publishing immediately "The Poultry - Keeper's Vade-Mecum," by Edward Brown, F.L. S. (President of the International Association of Poultry Instructors and Investigators). How to keep fowl profitably, whether on a small or large scale, not as a whole-time business, but on a supplementary basis, is the aim of this informing book, which tells in a very clear and concise manner what should do[illegible] when.



L. M. MONTGOMERY

Author of the "Anne Books" whose latest, "Rilla of Ingleside," is being published by McClelland and Stewart.

POETESS TO BE INTERPRETED

Frances Nickawa, full-blooded Cree Indian maiden of Canada, who has had great success in reciting the poems of the late E. Pauline Johnson, is now making an extended tour of England to further her work abroad. The complete poems of Pauline Johnson were first brought out in Canada by The Musson Book Company under the title of "Flint and Feather" a volume containing poems which have now become classics in Canada. Miss Johnson was the niece of the novelist, William Dean Howells, famous man of letters, and a princess of the Mohawk Tribe, her father being chief of the Six Nations Indians. Her poems are republishing in a new illustrated edition by the Musson Book Company of Canada this Fall and will be interpreted by Miss Nickawa who is looked on by friends and an admiring public as the logical successor of Miss Johnson upon the lecture platform and in literary effort.

* * *

A POPULAR BOOK TITLE

The names of books, like the names of children, seem to be subject to seasonal popularity. Recently Fanny Hurst was asked to grant a playwright special permission to use the name of one of her short stories, "The Sob Sister." "The Breaking Point" is also in vogue just now. Mary Roberts Rinehart announces a novel by that name. An Englishman named Jeffery has titled a book on civilization in the light of to-day's conditions, "The Breaking Point." A short-lived play, so-named, was produced in New York last year. Artzibashev's novel, "Breaking Point" (Huebsch) published after his "Sanine," seems to have started a very respectable fashion.

ROMANCE OF THE TURF

Stanley Paul & Co. will have read shortly "A Queen of the Paddock," b Charles E. Pearce. This is Mr. Pearce' second sporting story, the first bein "Corinthian Jack," which was an instan taneous success and is now being filmed There is real life, love and hatred i this thoroughly up-to-date romance o the turf.

* * *

SWEET AND SIMPLE STORY

"When Polly Was Eighteen" by Em ma C. Dowd (Thomas Allen) is a boo either for the young girl in her 'teens or for the older person who likes swee and simple stories. Polly is youth a its prettiest and its freshest, with al its most lovable qualities. This nev "Polly" book will make new and fas friends for the charming young heroin of "Polly of the Hospital Staff."

* * *

FROM THE SOUTH SEAS

The lure of the South Seas and th magic of their islands have taken definite hold upon the reading of al countries, it would seem, and it is stil with anticipation that a novel is a waited from overseas by John Knittel under the title of "Aaron West." I their preliminary announcement Mes srs. Hodder & Stoughton have sen word to the Musson Book Co. that "i is laid upon the sea, in England, and o an uncharted, small Pacific island."

* * *

EXPERIMENT IN PUBLISHING

An interesting innovation in the pub lishing of poetry has been made by The Cornhill Publishing Company of Boston in presenting to the public the first edi tion of "The Beggar's Visions," a nev volume of verse by Brookes More, no only unusually well printed and boun but splendidly illustrated with photo gravures from drawings made especially for this edition.

* * *

EASTERN CANADA FAVORED

In publishing "The Stairway," The Cornhill Publishing Company believes that it has found a new note in Cana dian literature. "The Stairway," whose author is Alice A. Chown, is a novel of the Canada of to-day, and has for its background not the West and North west, so well known to American readers through the novels of James Oliver Cur wood and of Harold Bindloss, but the Montreal, Quebec, and Toronto of the Twentieth century.

* * *

IN REVOLUTIONARY FRANCE

"Scaramouche," by Rafael Sabatini (McClelland and Stewart) is a historical novel of the early part of the French revolution. The hero, Andre Louis Moreau, belongs neither to the upper nor the lower class. There are love episodes and adventures in low life and in high life. It is a book that recalls the adventurous days of D'Artagnan.

GIRL PIRATE'S EXPLOITS

A girl pirate—foundation for romance surely—is one of the outstanding characters of Jeffrey Farnol's new novel "Martin Conisby's Vengeance." This is the long-expected sequel to "Black Bartlemy's Treasure," and, like the earlier book, is a romance of the high seas in the roaring, bounding Elizabethan days. It is being handled by the Ryerson Press.

* * *

REAL CANADIAN YARN

Canada's scenic beauties as well as the wonders of her mountain and forest inheritance are certainly being brought to the fore these days in the new novels. The latest to cite these is Edison Marshall, whose new novel, "The Snowshoe Trail," (The Ryerson Press) is laid in the forest wilds of British Columbia and frankly pays tribute to the beauties as well as to the other wonders of this section.

* * *

"KLONDYKE BOYLE" AGAIN

Some years ago Miss Ethel Greening was exceedingly well known as a society leader in Toronto. Then, during an around-the-world tour came a bit of spirited romance, with a marriage to a roumanian gentleman. Ten year's residence with her husband in that romantic country has given an unusual background for "Roumania in Light and Shadow," which has just been placed on the Canadian market by The Ryerson Press. The second part of the volume deals in an intensely interesting way with revolutionary days in Russia and incites particularly the career of a remarkable Canadian, Colonel Boyle of the Klondike.

* * *

LADY BYNG—AN AUTHOR

Her Excellency, Lady Byng, is the author of two very successful novels, "Barriers," and "Anne of the Marshlands." These books have been well received in England and the critics have commented upon the powerful character drawing, the crisp, entertaining style, the witty dialogue, and the clever prolongation of suspense in the plot. That Her Excellency is not better known to Canadian readers is due to the absence of any Canadian edition of her books but this deficiency will be overcome at a very early date by the publication of both books as entirely Canadian made productions from the house of McClelland and Stewart.

* * *

MIRTH—PATHOS—TRAGEDY

Out of the fog of unexplained things, horrid living, misunderstandings, longings only half recognized, ambition thwarted, love unrequited, painfully, step by step, crept Nathan Forge in "The Fog" (F. D. Goodchild Co.). Side by side with Nathan's story, run the little stories of Bernice Gridley, his schoolmate and the object of his boyish adoration; of Gordon Ruggles, child of wealth and aristocratic parents: and of Madelaine Theddon, a foundling from an orphanage. The story has romance; it has laughter and pathos and tragedy.

ALPHABETICAL LIST OF FICTION FOR FALL

Continued from page 50

Third of Life, A—Perriton Maxwell; (Goodchild) $2.00
They Went—Norman Douglas; (McC. & S.).$2.00
Thirteen Travellers, The—Hugh Walpole; (M. & S.) $2.00
This Man's World—Will Levington Comfort; (Gundy) $1.90
Three Loving Ladies—Hon. Mrs. Dowdall; (Allen) $2.00
Three Soldiers, The—John Dospassos; (M. & S.) $2.00
Threshold, The—Evelyn Campbell ;(Goodchild) $2.00
To Him That Hath—Ralph Connor; (M. & S.) $2.00
To Let— John Galsworthy; (Copp Clark) ..$2.00
Topless Towers—Margaret Ashmun; (Macmillan) $2.25
Top of The World, The—Ethel M. Dell; (M. & S.) $2.00
Torchlight: Revolution — Baroness Leonie Aminoff; (M. & S.) $1.75
Torquil's Success—Muriel Hine; (Ryerson).$2.00
Torrents of Spring—Constance Garnett;
Tortoise, The—Mary Borden; (Ryerson) ...$2.50 (Macmillan) $2.25
Tom Glenwood of Shipbay—John H. Walsh; (Macmillan) $2.00
Tower of Oblivion, The—Oliver Onions; (Macmillan) $2.00
Tower of Oblivion, The—Onions, Oliver; (H. & S.) $1.75
Tradition—Marie Van Vorst; (Goodchild)..$2.00
Trembling of a Leaf, The—Somerset Maugham; (M. & S.) $2.00
Tremendous Adventures — Calthrop, Dion; (H. & S.) .....
Trial By Order—The Hon. Evan Morgan; (Ryerson) $1.75
Trigger of Conscience, The — Robert Orr Chipperfield; (Goodchild) $2.00
Trouble-the-House—Kate Jordan; (Goodchild) $2.00
Tryst, The—Grace Livingston Hill; (Goodchild) $2.00
Two Friends, The—Constance Garnett; (Macmillan) $2.25
Twisted Trails—Henry Oyen; (M. & S.) ..$2.00

U

Under Desert Stars—Kathlyn Rhodes; (Ryerson $1.75
Ursula Trent—George, W. L.; (M.) $2.25

V

Valley of Gold, The—David Howarth ;(Goodchild) $2.00
Vanished Gods—Desmond, Clive; (H. & S.).$1.75
Vats of Tyre, The—Bridges, Roy; (H. & S).$1.75
Vera, Elizabeth—(Gundy) $1.90
Vera, Elizabeth—(Gundy) $1.90
Viking Blood, The—Wallace, Frederick William; (M) $1.75
Villa of the Peacock, The—Richard Dehan; (M. & S.) $2.00
Virgin Soil (2 vols.)—Constance Garnett; (Macmillan) $2.25
Vision House, The—C. N. and A. M. Williamson; (M. & S.) $2.00

W

Wasted Generation, The—Owen Johnson; (Goodchild) $2.00
Ways of Laughter, The—Harold Begbie; (Goodchild) $2.00
Wednesday Wife, The — Juliette Gordon Smith; (Macmillan) $2.00
"We Kaytons"—Rudd, Steele; (H. & S.)....$1.75
Willing Horse, The—Hay, Ian; (H. & S.) .$1.75
Window Gazer, The—Isabel Ecclestone Mackay; (M. & S.) $2.00
Windy Hill, The—Cornelia Meigs; (Macmillan) $2.00
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Wings of the Spirit—Weller, Mrs. William; (M.) $1.75
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Yellow Horde, The—Hal G. Evarts; (McC. & S.) $2.00
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Young Enchanted, The—Hugh Walpole; (M. & S.) $2.00

Z

Zell—Henry G. Aikman; (Ryerson) $2.50

Due to the fact that several publisher's Non-Fiction Lists were not completed when this Fall Book Catalogue went to press, we have been obliged to delay publication of the complete Non-Fiction List until next month. We believe that a complete list next month would be more appreciated than an incomplete list at this time.—EDITOR.

STORIES OF WEE MARJORIE

The "Marjorie Books" by Carolyn Wells (Grosset and Dunlap) have become very popular with younger girls. Marjorie is a happy little girl of twelve, up to mischief, but full of goodness and sincerity. In her and her friends whom she makes wherever she goes, every girl reader will see much of her own love of fun and play and adventure.

* * *

A REGULAR BOY'S HERO

Never was there a cleaner, brighter, more manly boy than Frank Allen, the hero of "The Boys of Columbia High Series" (Grosset and Dunlap) and never was there a better crowd of lads to associate with than the students of the school. These are capital stories, full of startling incident, clever dialogue, admirable descriptions of school athletics, and plenty of fun.

* * *

A JOURNAL OF THE WAR

During his service as General Purchasing Agent for the A. E. F., and member of the Military Board of Allied Supply, General C. G. Dawes kept a journal which gives a frank and most illuminating picture of the war behind the lines, and of the statesman and generals with whom he worked. To-day when Mr. Dawes as Director of the Budget, occupies one of the most important and responsible posts in the government service of the U. S. A. this record of his work is of especial timeliness and public interest. His "A Journal of the Great War" is being published this month by Thomas Allen, Toronto.

* * *

A GLANCE AT IRELAND

As the Irish are one of the oldest races in the world, so old that their legends go back to the beginning of time, it is not hard to realize that there is in Gaelic a literature with epic and heroic tales as imaginative as any in the world. This is one of the points made by A. E., whose remarkable pamphlet, "The Inner and the Outer Ireland," (T. Fisher Unwin, London). is now to be had in an "edition de luxe," bound in parchment (2s. 6d. net). And the first thing to realize about Ireland, properly to understand it to-day, is that the Irish people are truly a people with this peculiar cultural or spiritual ancestry.

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B

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I

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A new Canadian author, whose remarkable facility with the pen promises her a brilliant future in the book world, is Miss Pearl Foley whose book, "The Gift of the Gods," is a novel possessing such natural and wholesome charm and freedom from the neurotic taint of too many of our best sellers, that it is sure to win its way into the hearts of the Canadian people. The plot of the story, which carries us from China to North America and back again, is woven through with the brilliant colouring, mysticism, and superstition of the Orient, is unique and attractive. It is a novel of a 'different' type, exceptionally well handled and told with the natural ease of a born raconteur.

PARTNERS of CHANCE

Henry Herbert Knibbs
$2.00

Author of "Ridin' Kid from Powder River"

A tale of western bad men who lived a rough-and-tumble life out there on the highly colored deserts, under the shadows of the painted mesas. It is a story rich with the tang of the country and happy in the author's choice of characters. "Little Jim" Hastings and his father "Big Jim," pals by force of circumstance, "Panhandle" Sears, "Big Jim's" enemy, Bartley, an author and gentleman, "Cheyenne," tramp rider and cowboy poet —all are fascinating types of diverse human nature, and in the deft hands of Mr. Knibbs they take on the vitality and individuality of living men and women.
Of Mr. Knibbs' last book, "The Ridin' Kid from Powder River," the New York Times said, "This fine novel is full of action and freshened by the breeze of a wit as unlabored as the thrush's song at dawn. . . . Here we have the real, genuine cowboy." "Partners of Chance" is just as big and breezy, just as likeable and invigorating, and just as sure of a wide sale.

Publisher

THOMAS ALLEN - TORONTO

Tobacco-Magazine Combination Pays

Robert B. Millar Has Observed That Many Young Men Who Come in For 'Smokes' Go Out With a Magazine or Two—"The Closer the Goods Are to the Eyes of the Customers the More Readily They Sell" Says Ottawa Dealer.

"GET your stuff well to the front where people can see it."

This is the slogan adopted by Robert B. Miller who is one of the most recent additions to the bookselling and stationery craft in Ottawa, Ont. Mr. Miller is a comparatively young man and one who had absolutely no experience in this line of business up to a few months ago, but he is full of ginger, as the saying goes, and that counts for a whole lot. At all events he seems to have grasped the right idea for "putting across" sales. When he took hold of the stand at the corner of Albert and Metcalfe streets, it was in a pitifully run-down condition. In three months he has put it well on its feet so that it is a going concern.

People Like To See Goods

Being of an observing mind, one of the first things Mr. Miller noticed, upon taking over the stand was that most of the stock was either under cover or at the back of the store. He immediately took steps to have as much of everything as possible displayed near the front. One of the first things he did, as will be observed in the photograph accompanying this article, was to utilize a fence adjoining the stand for displaying his magazines. Another thing he did was to discard an old packing case which had been used in the store as a magazine stand and have erected in its place an up-to-date stand for magazines with a capacity ten times greater. This immediately brought sales, for he found that the more magazines he was able to place where people could see them the more he sold.

"I find it the same with everything," said Mr. Miller to the Ottawa representative of "Bookseller and Stationery". "I sell candy, tobacco of all kinds, and stationery, and it has been my experience so far that the closer these things are to the eyes of my customers the more I sell. I am particularly enthusiastic about the tobacco-magazine combination because I find it goes great. I have a great many young men come into the store for tobacco and go out with a magazine or two under their arm."

How Windows Helped Out

In response to a question concerning his first month in the business, Mr. Millar frankly admitted that it was a very up-hill task. But he stuck right with it and spent his spare time "doping out" means of building up a permanent clientele.

"How did you do it?" he was asked.

"I advertised—but not through the newspapers," was the answer. "I advertised in my window. Previous to my taking over the stand the window had been dressed only about once every two weeks, and very poorly at that. I started in immediately to dress it twice every week and to make my displays as attractive and inviting as possible, with the result that I commenced to get trade that my predecessor never enjoyed.

Another line which Mr. Miller has found most profitable and of course, which serves to stimulate sales in the other departments of his store is developing and printing. When he introduced this branch he issued a circular which set forth that he was offering a twenty-four hour service and a "service that counts." A paragraph of the circular read as follows:

Snapshots In Snappy Time

Why keep your friends waiting for copies of your snapshots when we can return your pictures in 24 hours? Enlargements, 48 hour service. Lantern slides and transparencies made to order.

The circular was concluded with the intimation that films mailed from summer resorts would receive prompt attention and would be returned the following day.

In finishing the interview Mr. Miller said: "Once again I would like to emphasize the importance of keeping your goods well to the front. I am firmly convinced that this is the way to stimulate sales, because I find that the more I offer the people the more they buy. I particularly place a good deal of importance on my window as being the foremost of silent salesmen."



In accordance with his belief that "the closer the goods are to the eyes of the people the more readily they sell," Robert B. Miller makes every inch of available space in his neighborhood work for him. From the above illustration it will be seen that Mr. Millar has done away with an eye-sore by covering the fence adjoining his store with magazines of all kinds. Mr. Millar's use of rods as supports for his periodicals is handy and profitable, the rods having paid for themselves dozens of times over.

TALKS OF WILDE

London Publisher, On Visit To Toronto, Once Had "Lost Manuscript"

John Lane, the London publisher, was in Toronto recently on a business trip, and stopped at the National Club.

Speaking to The Globe, Mr. Lane referred to the "Lost Manuscript" of Oscar Wilde, which, it is now stated, has been found and will appear in book form in three weeks. The manuscript contains 28,000 words. It is entitled "The Portrait of Mr. W. H.," and sets forth elaborately the theories of Wilde as to whom Shakespeare dedicated 120 of his sonnets.

Mr. Lane said the manuscript had been offered to him on his first business trip to America. It was just at the time of Wilde's arrest, and Mr. Lane returned the manuscript to Wilde. While Mr. Lane was in America, Oscar Wilde was tried. Since then, Mr. Lane said, he knew nothing of the whereabouts of the manuscript, but seemed greatly interested in its coming publication.

The theory that the object of the sonnets was a Will Hughes is more than a century old, but the guess that he was an actor in Shakespeare's company is a contribution of Wilde's.

The sonnets in most of the seventeenth and eighteenth centuries were thought to have been all addressed to a woman, in spite of the dedication to "Mr. W. H.," and other internal evidence.

Retailer Securing Recognition Now

J. A. Banfield, Dominion President of Retail Merchants' Association, Declared at Convention in Saskatoon That Dealer Was Now "Coming Into His Own"—Eighth Annual Meeting of Provincial Body Passes Into History as a Most Successful Affair.

OF considerable interest to the men in the bookselling and stationery business was the eighth annual convention of the Saskatchewan branch of the Retail Merchants' Association of Canada which was held in Saskatoon recently. A number of booksellers and stationers were present and many questions affecting their interests were taken up.

S. D. McMicken, Provincial President, was in the chair, and His Worship, the Mayor of Saskatoon, Dr. A. MacG. Young, tendered a most hearty welcome to the visitors, which was further amplified by Harley Henry, president of the Saskatoon Chamber of Commerce. G. Garfield Wray, of Regina, replied to the addresses of welcome.

Responsibility of Citizenship

In his address Mayor Young showed a remarkable degree of familiarity with merchandising. He made an expert analysis of past and present market conditions, mentioning that the merchants were not alone when they faced a "buyer's market, as the municipalities found they were in the identical position when they stepped out to sell their debentures.

"Considering the troul lous time we have been through," said his worship "Saskatchewan municipalities have made a surprisingly good showing, although in two or three instances municipalities had defaulted in their bonds. This merely should give a lesson to all merchants, many of whom are also municipal officers, to play the safe game in municipal finance as they did in their own business. and I urge you," said the doctor, "to accept such municipal office as the electors will give you. You owe a duty to the country to accept the highest responsibility of citizenship."

Mr. Henry mentioned that in Saskatchewan almost 100 per cent of the merchants had managed to weather the storm, and by the look of the crops, there would be smooth water ahead for them. "The watch and wait policy has been played now as far as it pays to do it. The new watchword for you merchants is "Go and get 'em."

The President's Remarks

Mr. McMicken stated that he knew that the secretary had covered everything pertaining to Saskatchewan and the Dominion President, J. A. Banfield, would report Dominion progress. Therefore he contented himself with a few remarks from brief notes.

Mr. McMicken suffered a severe loss by fire in Moose Jaw recently and he has had a gang of thirty workmen building him a new store, "and there's only one thing on earth that could have pried me away from superintending that work," said the president, "and that is the work of the R. M. A." Mr. McMicken mentioned that nine executive sessions had been held.

The Secretary's Report

The secretary's report certainly proves that the past year was a history-maker in the annals of Saskatchewan Association work.

The secretary, F. E. Raymond, received a most flattering ovation when he took the floor.

"In connection with the matter of making the work of the association more widely known it is my hope during the coming year to be able to arrange for meetings at different points throughout the province, to which merchants from the adjoining towns would be invited, these meetings to be addressed by different members of the executive, and such other speakers as we are able to provide for, from time to time," said the secretary of the Saskatchewan R. M. A. in his report.

"As in the case of Luxury Tax the provincial office has had a vast amount of work to do with furnishing information regarding the application of the Sales Tax and in acting as a third party in the settlement of disputes between our members and some supply houses, who



JAMES WOOD

Of Swift Current, Sask., who was recently elected President of the Saskatchewan branch of the Retail Merchants' Association.

through a misunderstanding of the r gulation had assessed a tax in error, had perhaps charged an excessi amount. We have also been the mea of adjusting to the entire satisfaction all concerned a number of disputes whi some of our members have had with tl department at Ottawa, regarding the a plication of the Sales Tax.

Meetings of The Year

During the year eight provincial e: ecutive meetings have been held. C June 11th, the day following the close our convention, the executive proceede to Regina for the purpose among othe things of meeting the Government mi isters.

Another important step taken at thi meeting was the decision to discontinu the district branch movement and t close the offices at Assiniboia and Ker robert.

This form of organization had bee closely watched up to this time an everything possible was done to mak it the success that we had hoped for, bu we were doomed to disappointment. Ou gross loss in the operation of the As siniboia branch was $2,464.89. In th case of Kerrobert which branch wa started in January, 1920, our gross los was $2,347.48. It was estimated tha for the coming year the cost of carryin on this work would in the case of eac branch amount to approximately $4,50(which would mean 180 district member paying a fee of $25. As we had been car rying on in the Assiniboia district since June, 1919, and as our membership at the time the branch was closed was only 70 we could not see much hope of realizing the necessary amount. I am sure that if it had been possible to make this plan of organization a success, the two men we had employed would have done so.

Figures On Membership

One other important move made during the year was the arrangement entered into with the Northwest Mutual Fire Association of Seattle, Washingcompany, the Retail Merchants' Mutual Fire Insurance Company on December 1st, 1920. Under this arrangement all policies in force with the Retail Merchants Mutual Fire Insurance Company were re-insured in the Northwestern Mutual from that date. On this business as well as upon all new business written since, the Northwestern, through the Retail Merchants' Underwriters Agency, a purely Canadian institution, have allowed a dividend for the first two months of 35 per cent. and since that

time 40 per cent. of the earned premium.

A large amount of credit is due to our two organizers, G. W. Anderson and W. L. McQuarrie for the efficient manner in which they carried on their work which resulted in an increased membership, in spite of depressed conditions and an increased fee. Our membership at the close of 1919 was 1944 and at the close of 1920 it stood at 2157, an increase of 213 for the year. Meetings were held in a large number of towns through their respective territories with good results and in a number of cases active local organizations have been formed, which give promise of good results to the local merchants.

Following the luncheon hour, the delegates were guests of the local merchants and the United Commercial Travellers' Association in a motor drive around the "miracle city." The Dominion Government Forestry Farm was visited, where Mr. McLean, the officer in charge, explained the Government's plan to assist in the forestation of Saskatchewan and the beautifying of rural homes. Then the university of Saskatchewan was visited and an address was listened to in the new physics lecture room. Following the drive, an excellent address was given by Dean Rutherford of the University of Saskatchewan on "A new line of endeavor for the Retail Merchant." He urged the retailers to help their customers to sense the new stage that this prairie is now entering and get down to sure and profitable mixed farming instead of continuing to gamble on wheat, with lean years, extended credits and failure.

J. A. Banfield traced briefly the history of the R. M. A. to date. What it had accomplished, what it was still fighting for, and the need for greater membership and keener interest.

"All legislation is of vital interest to the retailer," said the president. "Not a bill is put through the house that does not indirectly, and most often directly affect the retailer. No matter what the government does, it affects the consumer, and the retailer is the one immediately in contact with the public, so must bear the displeasure and suspicion if any one must."

Recognizing The Retailer

At the same time Mr. Banfield pointed out that the Government is begining to recognize the retailer as a factor to be reckoned with, and always one body that stands for anything fair and square. It is always in favor of anything that, as the president expressed it, "teeters," not all down on one end. The retailers are now called into conference by the government on matters concerning them. "The last budget," said the speaker, "is the retailers' budget. It agrees with the recommendation that we made to the government. It is fair, equitable and efficient. When the retailers were called into conference along with the wholesalers and manufacturers, we got the cold shoulder from the latter," said Mr. Banfield. "I met one manufacturer, who, when I asked him if he was going to the conference, smiled and said,"No." "Why," said he, "we got a circular a month ago outlining what the manufacturers had decided to do." "Not withstanding which," smiled Mr. Banfield, "the retail counsel prevailed."

A Victory For The Association

"When the retailers said that the tax should be collected at the fountain head—and it was so decreed—that was a great victory for your association," said Mr. Banfield, "and after it was all over, ir Henry Drayton thanked the association for the help it had given.

He commended the Ottawa merchants most highly, saying, "Whenever it has been necessary to have a delegation of merchants go at short notice before any body at Ottawa, the Ottawa merchants have responded most magnificently. We could have all we needed on 15 minutes' notice. They never spare themselves when association affairs can profit by their effort."

The final day's meetings of the convention were marked by addresses on the income tax, the bankruptcy act and a debate on the merits of a cash business versus a credit business. A number of resolutions were passed, as well as new officers elected for the ensuing year. The convention will be held in Regina next year.

Income Tax Returns

Bert R. Masecar, official auditor of the Saskatchewan Board stated that the questions in regard to the same mostly centered around the difficulty of writing stock in a falling market. Profits, it was explained, were only cash profits. Whatever they put through their books as their turnover, they had got to treat as their sales. Amusing illustrations of the ways of the income tax authorities were given by the President, who had waited a whole year for a reply to a letter and then was fined $1,800 for not making his return, reduced to $10, all because he had not the information he sought after. Professor Arthur Moxon gave an address on the bankruptcy law of Canada. "The new act," he said, "was "made in Winnipeg" and was probably one of the most admirably drawn pieces of legislation that had emanated from the Canadian parliament since Confederation.

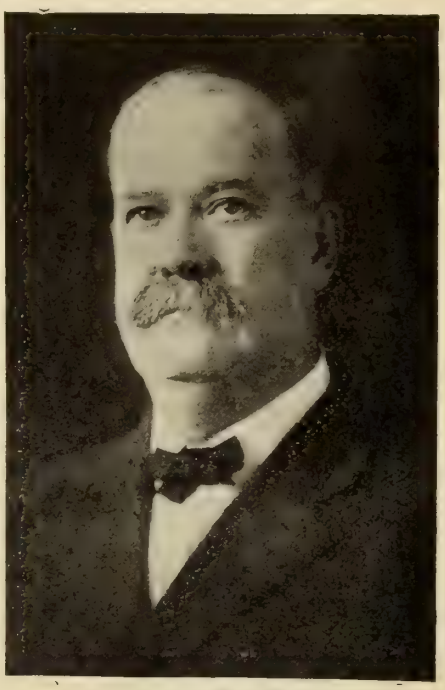
The new officers are: President, Jack Wood, Swift Current,Sask.; First Vice-President, T. H. Masterson, Regina Sask.; Second Vice-President, G. Garfield Wray, Regina, Sask.; Treasurer, S. E. Fawcett, Saskatoon; Hon. Secretary, Ralph Miller, Prince Albert, Sask. Permanent Secretary, F. E. Raymond, Saskatoon.

The whole convention was a tribute to the good work done by the Saskatchewan Board Staff, the trade section meetings entailing an enormous amount of work and organization ability. Mr. Raymond had able assistance from his assistants, H. J. Beveridge; H. T. Pizzey secretary to the Implement and Auto Sections; F. L. Phillips, collection department, F. E. Bellow accountant, Miss E. Evans insurance, R. B. Evans, publicity; Charles Woodman, traffic, and the two genial organizers, W. L. McQuarrie, who serves the North, and George W. Sanderson, who serves the merchants in the South half of Saskatchewan.



J. A. BANFIELD

President of the Dominion R. M. A. who addressed the retail merchants of Saskatchewan at their annual convention on the work the Dominion Association is accomplishing.



S. D. McMICKEN

of Moose Jaw, who presided at all the meetings of the Saskatchewan R. M. A. convention.

LENDING LIBRARY SHOULD PAY RENT

Success Lies in Stocking New Fiction

IN the opinion of H. J. Warner, of the De Luxe Shop, 78 Queen Street West, Toronto, Ont., who has made a success of rental libraries in two different locations and who has started a third in his new store, the success of a public library lies in putting in new fiction.

"My charge is three cents a day for a book but there is no fee attached to joining the library," explained Mr. Warner to the editor of Bookseller and Stationer, going on to say: "Girls in offices are always good customers for a library as they read on the street cars, at lunch hour and now and then in their offices when business is slack. In my other two stores my rental library always paid my rent. It is seldom that a book is lost and even though this should happen the book will have paid for itself many times over. I make a practice of keeping the very latest novels on hand as the people who read the new books are the ones who read steadily. It all amounts to this: a library is cheap reading for the public and it is easy money for the dealer."

A Book's Earning Power

While there have been some remarkable failures financially in the conduct of rental libraries on a large scale, yet it is true that they are being operated in many places with apparent success. In fact, the number of small rental libraries in Canada seems to be increasing. And the bookseller is the man who is behind this move and might well be considered the logical location for the library.

The point to be emphasized, and of particular appeal, about such a library is that the average cloth-bound book with only ordinary care will frequently earn ten times its original cost, even at a low rate of rental. As an instance of this it is pointed out by A. C. McClurg & Company, of Chicago, that one rental library in eighteen months' time derived $4.80 from the rental of two copies of the popular reprint edition of "Freckles." The rate in this particular instance was five cents a week. One copy of "The Little Shepherd of Kingdom Come" in the regular edition earned over $4 in the same period of time. These volumes are still serviceable.

Method of Operating

The method of operating a rental library is comparatively simple and the plan can be conducted as a side line in a book store without really taking much time from the general work of the business. The initial outlay need not be great, according to the McClurg Company, which recently issued a thirty-page booklet on "Rental Libraries." The value of the advertising features cannot be readily estimated, but there is always something to be gained from nearly any scheme calling attention to a place of business.

Not many of the smaller public libraries, it is pointed out, keep a sufficient number of the copies of the popular up-to-date fiction so largely in demand by patrons of a circulating or rental library, and this feature, in consequence, should be made a strong point by the bookseller. Ten or more new books should be added to the list every month.

It has been found that the average rental library bases its success on having the new books of fiction constantly on hand. Different classes of literature

TAKEN	*The Harvester*	RET.	AMT.
8-20	*Mrs. D. Clark*	8-27	.14

are, of course, demanded in different localities, but it is not a hard matter to find out what is required. A good plan is to get suggested lists from the various customers. A notice sent out to this effect, with the request that customers send in the titles of books they would like to read, is an advertising advantage in itself. One hundred books well selected will usually answer for a beginning, although in larger places a greater number would be desirable.

Card Index System Outlined

An ordinary card index system seems to answer the general requirements for keeping a record of books loaned. The most convenient sized cards are four by six inches, ruled in the manner indicated in the form accompanying this article. By having a single card for each book in your library with two boxes for them, one marked "In" and the other "Out," you can always tell at a glance where a certain volume is, and likewise the amount it has earned.

The average rental fee is two cents per day, with a minimum charge of five cents on any book. There are some variations, however, from this rate. Some dealers charge an initial fee of $1 for a life membership in the circulating library, giving their patron an agreement that upon the payment of a like amount in rental fees the holder of the membership may then select a volume from the library to become his permanent property. The library, however, without any initial fee (like Mr. Warner's) appears to be the most successful.

Rules and Regulations

One enterprising dealer has had printed a special slip cover for each book in his library, the outside of the cover bearing his imprint with the following rules and regulations:

There are no membership fees or advance payments.

The charge is two cents a day, or part of a day.

Minimum payment on each book to be four cents.

When a book is returned, the amount due must be paid in cash. No charge accounts are kept.

Persons drawing books will be held responsible for their return in good condition. Books mutilated or lost will be charged for at regular retail prices, and the rent on these continues until such books are paid for or replaced in the library. Under no circumstances will library books be sent or called for.

No catalogue is issued, as books are constantly being added as published.

If for any reason it seems advisable in a certain community to require a deposit of $1 or more a membership fee may be charged and a certificate issued.

Books Not To Be Loaned

The following sample is from the cover of a four-page circular giving a list of 125 titles of books used in a successfully conducted rental library in Kansas.

Certificate of Membership in the New
Circulating Library
of Standard Publications.

Membership Fee, $1 for Two Years.

Rules and Regulations

Each member is entitled to one book at a time, and must return it within two weeks from the time it is taken. The librarian will check the day and month on which the book is taken out and returned. Members may change books as often as they please. A fine of the value of the book will be charged to any member not returning it, and no other will be given unless the rules and regulations are complied with.

The members are not allowed to lend out books except to their own family.

Some rental librarians prefer to keep their books in slip-cover cases, although this is not frequently done. These cases may be obtained, however in about

three convenient sizes, at five or six cents each.

The bookseller conducting such a department would do well to keep on hand a handy reference list as many patrons will select their books by title from a list, rather than look over a number of shelves in order to find something of interest. An indexed book of two or three hundred pages answers as a simple form for this record. For the sake of the advertising purposes some dealers have argued that it is better not to distribute a list of books in the circulating library, but, on the other hand, to place a large sign in the window, reading, "Come in and Let Us Explain Our Circulating Library," or some other means to induce the customer to visit the store.

Tips Gleaned From Experience

In June, 1913, the Bulletin of Pharmacy published under their monthly prize contest the following article on "How to Start and Conduct a Circulating Library," by George W. Staple, Meridian, Miss. This was the prize-winning answer:

Paradoxical as it may seem, running a circulating library is at once the easiest and the hardest thing I ever attempted. If you are careful, the library will prosper. But if you fail to attend to the proper routine, as it comes along, you will find it worse than trying to straighten out a cash account that has been neglected for several days.

First about the books: Buy one hundred books, seventy-five popular copyrights and twenty-five of the new best sellers. This is a good start without too much expense. Choose all fiction, and no children's books.

Be Careful About Address

Next have a plain mission book-case made without doors or glass front, about four feet wide by six feet high, with six shelves. These shelves will hold about fifty books each, thus giving you room for expansion. Next you must have a card-index box, preferably a one-row



pull-drawer, for four- by six-inch cards. Five hundred or a thousand cards will do, printed as shown in the accompanying reproduction, and on both sides. You thus have 48 spaces on the two sides, lasting the ordinary person a year. Be very particular to get the customer's full name and exact address. Have the exact house number and street. It would be well, too, to mention the occupation. When a book is taken, write the number diagonally across the square, over it the date; when returned, write the date beneath, and you have a complete record of the book.

Next have a record book, and, starting with any number, one or one hundred, write the name of the book after the number. Write that number on the front inside cover of the book. Be sure to put it on the cover, not on any leaf. Number all your books, indicating the name and number, with the numbers followed down the page in succession; then make a catalogue of the books by alphabetical title on loose leaves, leaving plenty of room under each letter for additions, with the number of the book after the title.

No Fee For Membership

Let no books out to strangers or non-residents without a deposit of a dollar. Make every new member, whenever possible, fill out the card with the address in his own handwriting. I would not charge any fee for membership, but you could do this: charge ten cents for each book taken out, or five cents if the customer deposits a dollar and a half for membership fee.

Now to make a success of a library you must be very particular about the following points: First, never let a book go out till you have registered the number and date on the proper card. Nor let it be put back in the library till you have checked in the date on the card below the number, in order that the transaction may be complete and the member relieved of a possible dunning for a book already returned.

Time For Keeping Books

Have an understanding that all books can be kept one week with a penalty of one cent for each succeeding day of overtime. And unless you want to ruin the thing, exact this penalty without fail.

Have some day in the week as a special day for going through your cards with stamps in hand and postal cards. Write down the name of the delinquent and the address, then turn over and stamp the card, putting in the number. If this receives no attention and you need the book, send a messenger for it. If he be a good customer and a "touchy," send along two or three books for a further selection.

Watching the Returns

If you want to know just what you are doing, get a thin lock box or other convenient closed container. Drop all the money in there, then empty it at intervals and record the receipts. If a book is lost, stolen or sold, be sure to scratch it off your list, so that your list may remain up to date. Once in two or three months, as occasion offers, check over your books entirely in and out of the library to see that none is missing.

Less Than Five Hundred Dollars Lost in Bad Accounts in Sixteen Years; Alberta Firm Does Cash Business

The Olds Drug & Book Company, of Olds, Alta., does not expect that any month this year will come up to the business put through in 1920, it being the belief of M. R. Maybank that 1920 will go down as the biggest year that 95 per cent. of the trade have had.

In discussing with the editor of Bookseller and Stationer the business outlook, M. R. Maybank said: "We are in a mixed farming district and believe that we are in the best town in the best district in the best province in the world. We might say that we inaugurated a cash business in 1915 and at the end of 1920 we had $600 on our books; over $300 of that was lien notes on phonographs, the balance being government, town and school district accounts, with the exception of about $100, which was for medicine that had been sent to hospitals and mailed out. We are starting on our sixteenth year and in that time we have lost less than $500. We had a business man tell us that this was the first year he has had to resort to sue his customers; money is tight and then with the fall in prices of the farmers' goods it has hit a great number of them very hard. We were talking to two farmers the other day who have been here a number of years and they said the farmer had a big kick coming on account of his prices falling, but comparing the prices that they got here on land that was worth $75 an acre and land in Iowa that was worth three and four times that amount, they thought they were not too badly off."

"A Serious Prospect for Authors"

Canadian Copyright Bill Described by British Association as Being "Directly in Conflict With the Whole Interests of the Canadian Reading Public—Dangers of Measure Are Fully Set Out in Report Received by Representative of Toronto Publishers

IN the Canadian Copyright Bill "a very serious prospect for Canadian authors" is seen by the Incorporated Society of Authors, Playwrights and Composers of England, a committee of which body has reported on the now-famous Bill 12. Extracts from this report have been received by the Publishers' Section of the Toronto Board of Trade, through M. G. Kelley, from G. Herbert Thring, the secretary.

The committee sees the entire exclusion of Canadian authors from any copyright in the United States. Another statement made is that "the whole scheme is directly in conflict with the whole interests of the Canadian reading public." Clause 15 is interpreted as "in effect, robbing the author of his right to serial publication" and it is made plain that if under the guise of serial publication the book is allowed to be printed in cheap editions in a novel magazine or story magazine, the author's volume rights would suffer. This would mean that the bookseller would also be somewhat of a loser.

Extracts from the Report

The report concludes with the observation that the Imperial Government would not feel justified in certifying Canada's adherence to the convention if the bill, as proposed, is enacted. The report of the British committee reads, in part, as follows:

Clause 3 (1) and (2).—It will be observed that if the bill be passed as at present drafted the United States cannot be certified under this clause because at present Canadian composers do not enjoy the benefit of mechanical rights in the United States. On the other hand, if the United States were to extend or undertake to extend the proclamation of February 3, 1915, so as to include Canada, and thus give mechanical rights to Canadian composers, the conditions of the clause would be satisfied, and the United States would be entitled to be certified as a foreign state granting to Canadian citizens substantially the same rights as she grants to her own citizens. On the other hand, it is possible, indeed probable, that the Government of the United States will not be satisfied with the mutilated sort of copyright which the Canadian bill confers upon authors, and will therefore refuse to extend further the rights of Canadian authors in the United States. The result will be exclusion of United States authors from the benefit of copyright in Canada and then the withdrawal by the United States of the president's proclamation of April 9, 1910, in so far as it relates to Canadian authors, and consequently the entire exclusion of Canadian authors from any copyright in the United States. A very serious prospect for Canadian authors.

Clause 13.—It is submitted that it is clearly contrary to the provisions of the Revised Convention, article 4, paragraph 2, to impose any formality as a condition precedent to the right of action for infringement.

Seems a Direct Violation

"The enjoyment and the exercise of these rights shall not be subject to the exercise of any formality." It will be observed that although the clause contains a sanction, i.e., loss of the right of action for infringement, this only applies to default in filing a notice. Apparently, the obligation to deposit three copies, publish the notice in the Canada Gazette, and print the owner's name and the date on the title-page may be disregarded with impunity. Then the notice may be filed at any time before the commencement of an action, so that, although it is said to be the duty of the owner of the copyright to do all these things on or before publication, he need not, apparently, in practice, do anything at all until there has been an infringement, and he desires to take proceedings. So that the whole clause seems to be not only a direct violation of the principles of the Revised Convention, but also peculiarly ineffective for any practical purpose.

Whole Scheme Seems Unjust

It is also open to the objection that the owner of the copyright cannot reasonably be expected to give the required particulars on or before the publication of a book in Canada. If it is a book first published, say, in England, he ought, at least, to have some reasonable latitude of time before he determines whether it will be worth his while to print in Canada or to publish the book there in serial form. He ought to have an opportunity of selling in Canada first in sheets from the English edition before electing whether he will print in Canada or continue to import copies of the English edition.

Clause 14.—These provisions go far beyond any scheme of compulsory license at present known. The Canadian proposal is, in effect, to divest the owner of the copyright in his work. It is not really a compulsory license. It is a compulsory purchase for a price to be paid by way of royalty. It is submitted that this is a violation of one of the first principles of the Revised Convention of Berne. Copyright is to be the property of the author and his assigns and he or they cannot, if the convention is to be observed, be wholly deprived of their property in this way.

Apart from the objection that what is proposed here is a wholesale confiscation of literary property without even adequate compensation the whole scheme seems to be most unjust, more particularly to the English author and publisher.

Cannot Test Canadian Market

First of all the English author and publisher is given no time to find out what the possibilities of the Canadian market may be in respect of his work. One would have thought that elementary principles of justice would have conceded at least a substantial trial period; but this is denied. Before any copies of the book are issued in Canada the owner of the copyright must declare his intention—whether to print or import—and if he intends to print he must do so within two months or his copyright may be taken from him. Then what strikes one as most extraordinary is that there is no obligation on the licensee to continue to print the work. He has to deposit a royalty for 1,000 copies, but having exhausted them he need print no more, however great the demand for the book may be. He may be the publisher of a rival book which will bring him a greater profit, and therefore he may suppress the book in respect of which he has got the grant of an exclusive license for the whole term of the copyright. It is surely an extraordinary result that although the owner of a copyright is under an obligation to supply the reasonable demands of the Canadian market or suffer the penalty of confiscation of his copyright yet the compulsory licensee is under no similar obligation. He is not bound to consult the interests of the Canadian public in any way.

Canadian Readers Affected

In fact, the whole scheme is directly in conflict with the whole interests of the Canadian reading public. A ring of Canadian publishers could easily work together in such a way that there would be no necessity for any licensee ever to pay a royalty on more than the first 1,000 copies. After the first edition printed by the licensee was exhausted some other publisher in the ring would print without license, and the pirates would then secretly divide the spoil.

Clause 15 — The provisions of this clause seem, if possible, to be even more extraordinary and more unfair to the

author than those of the preceding clause. It is in effect robbing the author of his right to serial publication. A good price for serial publication may be obtained from the proprietors of a first-class periodical who are to have the exclusive serial rights, and particularly when publication in volume form is postponed. But under this bill the author will not venture to publish serially: because, if he does so, any local paper in Canada may apply for a license for serial publication. And certainly no periodical in Canada will give the author anything substantial for his serial rights. It can obtain these by compulsory license for such sum as "may be required by the regulations." The bill doesn't even fix a minimum payment or prescribe any sort of basis on which the Governor in Council is to frame regulations defining the appropriate sum. We cannot but suspect that the sum fixed will be an extremely inadequate remuneration for the author. Then it is to be observed that not only are the author's serial rights robbed of any substantial value, but very serious injury may be done to his volume rights.

Effects of Serial Publication

Serial publication once, in a high-class periodical, before publication in volume form may not only not detract from but may even add to the value of the volume rights. But under the proposed compulsory license for serial publication, the book may be published serially all over the country in numerous newspapers and magazines, and at any time during the term of the copyright. It is quite possible, in fact very probable, that under the guise of serial publication the book may be printed in cheap editions in a novel magazine or story magazine. It would, for instance, be within the provisions of the bill for a periodical to devote itself entirely to publishing novels: all that would be necessary would be to divide the novel into two parts and publish the first part in one issue of the periodical and the second part in the next issue. All the back numbers of the periodical would be on sale and when bound together would form a collection of complete novels, although technically published serially on the payment of some few dollars to the author. The series could, of course, be printed and reprinted indefinitely without payment of any further royalty to the author. What would then be the value of the author's volume rights?

APPEALING TO BOYS

"Your boy—what are you giving him?" is the slogan that the Musson Book Company have adopted in putting their Canadian boys' books on the market, and they have interspersed a number of girls' books, too, throughout their "Young Canada" series of reading for young Canadians.

An All-Canadian Prize Contest

Prizes Are Offered for Best Novel by a Canadian Writer And For Best Story For Canadian Boys or Girls—Competitors Have Nearly a Year In Which to Prepare Contribution

AN ALL-CANADIAN Prize Competition for the best novel by a Canadian writer and for the best story for Canadian boys or girls by a Canadian writer is announced by Hodder and Stoughton, Ltd., Hhe Musson Book Co., and MasLean's Magazine A prize of $2,500. is being offered for the best novel and a prize of $500. for the best story. While a novel of life in Canada is preferred the author is left entirely free in the choice of time, place and theme. The prizes are to be competed for exclusively by Canadian writers.

The primary stipulation and qualifl-cation of every competitor for either of the contests shall be that the author or authors shall be either of Canadian birth or a person or persons residing in the Dominion of Canada since January 1, 1920, and intending for the future to make a permanent residence and field of work in Canada.

New authors will have exactly the same opportunity to win these prizes as those whose names are already known to the public. The judges will be entirely unaware of the identity of any candidate and will make their decisions solely on the comparitive merits of the anonymous manuscripts submitted to them.

Some years ago, the late Wilfred Campbell said that while good literary work was being accomplished in Canada, the country had produced little literature that could be called distinctively Canadian. If he could revise that opinion today there can be no doubt that he would modify the implied criticism, for since then the literature of the Dominion, particularly its fiction, has grown more and more "Canadian" alike in its spirit and its style.

At present, however, after-war circumstances are unfavorable to literary development. It has become exceedingly costly to produce books; business conditions everywhere do not conduce to the buying of them; and naturally most publishers hesitate particularly to risk issuing the work of untried authors who may or may not appeal successfully to the reading public.

It has always been the policy of Messrs. Hodder and Stoughton Ltd. The Musson Book Company, and MacLean's Magazine to search out new and promising writers, and, in the hope of stimulating and encouraging fresh and notable talent that is in these days in danger of finding no outlet, they have now decided to offer these valuable prizes.

All manuscripts must be in by June, 1922.

NOVEL TO BE FILMED

The film rights of "Gwyneth of the Welsh Hills," Mrs. Edith Nepean's powerful Welsh love story, have been acquired by the Stoll Film Company, and the film is expected to be released shortly. Mrs. Nepean's novels of Welsh life have filled the place left vacant by the late Allen Raine, and there is a sure welcome waiting for her new book, "Jewels in the Dust," which Stanley Paul & Company will have ready shortly.

FROM
A. H. Jarvis
"A Book Fitly Chosen is a Life-Long Friend."
"The Bookstore"
Phone Q. 732
Established 1888
157, BANK STREET, (THE BUSY BLOCK) OTTAWA
Do not send Money away for books, we solicit your Order through us
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"The Bookstore" Sells Good Books

All packages and books sent out from A. H .Jarvis' store in Ottawa, Ont., are labelled in this manner, each package being a splendid advertisement for "The Bookstore."

NEW GOODS—MISCELLANEOUS—NOVELTIES

Increased Demand For Leather Goods

uring the past few weeks the manufacturers of leather goods have experienced quite a revival of business; in fact, one company has added a number of employees and is working three nights a week to catch up with orders. This is due to the fact that merchants are asking for immediate delivery owing to depleted stocks of novelty styles.

The swagger bag continues to be the favorite and is shown in many new designs and leathers such as Frog Grain an imitation of frog skin; wood grain, a decided novelty resembling quarter cut oak. The shark and rino grains are bold patterns suitable for the larger size bags. Another novelty is a paisley pattern resembling the paisley shawl in design.

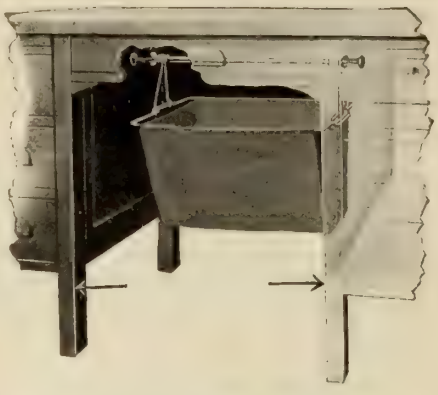
During the past month decided prominence has been given the new English Avenue bag; this is of the envelope style, about eight inches by six inches has many pockets and a handle long enough to go over the arm.

The demand for good quality Pilgrim bags still continues and there has been noted an increased demand for the staple, strap-back vanity purse. The top-handle vanity is popular in the larger sizes only.

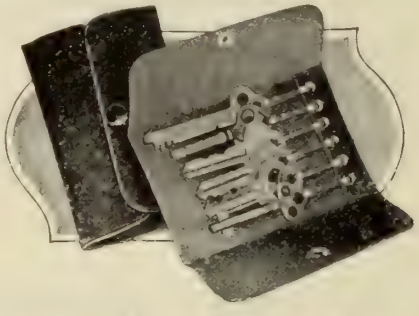
Manufacturers report using silk for practically all purses and bags where cotton linings have been used in the past few years because of the prohibitive prices of silks. This adds considerably to the attractiveness of the new styles.

Another key case has just been placed on the market. This is called the flexible key case and its chief features are its flexibility, the only metal being the snap hooks on which the keys are suspended. This is being sold to retail at fifty cents in the six-key size and is made in sheepskin, pigskin and morocco.





Two articles which have recently been placed on the market by the Robinson Manufacturing Company, Westfield, Mass., are the Robinson Readipad, shown above, and the Robinson Waste Paper Bag, a view of which is given through the lower cut. The Readipad is divided off into coupons so that an entire sheet is not wasted on a small memo. For the Waste Paper Bag the claim is made that it cannot tip over, is out of the way, out of sight and always handy.









Shown above by courtesy of Canadian Leather Produc ts, Ltd., are reading from left to right: English Avenue Bag, colored ecrise; Swagger Bag, new frog grain; and English Avenue Bag, cobra grain. At the top is a flexible key case. These articles are brand new, having just been placed on the market.

INFORMATION BUREAU FOR TRAVELLERS

(Continued from page 15)

I bet that by the time you are half through you have forgotten what you had seen in the window.

"There is another subtle point that I take advantage of, and that is naturalness of position. As you noticed, we have four windows. When someone notices an attractive display of merchandise in the right-hand window he instinctively turns to that side of the store as he enters. If we have a special display of a certain brand of merchandise in the left hand window we carry that line on that side of the store. It is simply human nature on the part of the customer, and, like the efficient salesman, the window-dresser must cater to that human quality.

"And suppose you want to push a certain line of merchandise. You create your window display. The next thing to do is to create a display of the same merchandise in the store, so that the customer will not have to look very far when he enters the store.

"When you have a big stock of one line of merchandise it is best to create a special display of that merchandise in mass-effect fashion. Usually that kind of display is held in connection with a manufacturer's campaign. This thing I have found to hold true: Never hold a mass-effect display too long. Never hold it more than two weeks. Two weeks is sufficient to gain and hold interest. To hold it longer than that period is sufficient to kill interest.

WELDON ROBERTS
Rubber Erasers

88 Useful Styles — Supplying Every Need

The Stationer finds great satisfaction in handling our line because it lacks nothing—it is most complete.

Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

FRENCH

School Books

We have the largest assortment in Canada

Three different catalogues will be mailed upon request.

GRANGER FRÈRES
LIMITED
43 NOTRE DAME ST. WEST MONTREAL

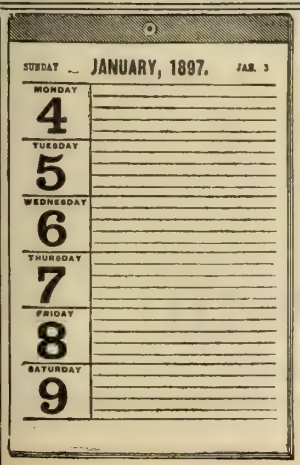
School Bags



Made in Canada
By Canadian Workmen
For Canadian Children

Catalogue Upon Request

LIBRAIRIE BEAUCHEMIN, LIMITED
Manufacturing Stationers
79 St. James Street, Montreal



WEEKLY MEMORANDUM
CALENDAR PADS

FOR 1922

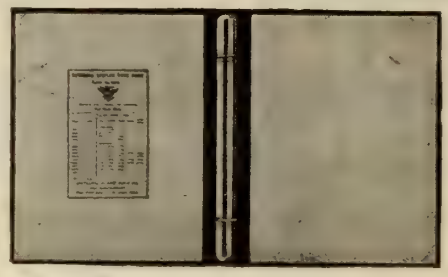
THE OLD RELIABLE -- 32nd CONSECUTIVE ISSUE

WILL BE READY ON AUGUST 15th, 1921

THE COOKE & COBB CO.

213-215-217 Steuben Street, BROOKLYN, N.Y.

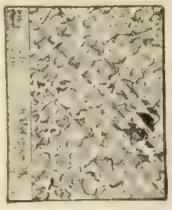
Stationers! **Stationers!**



Be Prepared for September School Opening

One month more and Students will be crowding your Stores for all kinds of Students' Note and Exercise Books. Also Stiff Covered and Flexible Student Loose Leaf Note Books. Every need must be met and can be met by stocking our School Lines—the very best made in Canada. Re-orders will follow quickly if you stock our School Lines.
Leading Stationers prefer our lines.

We believe prices have reached a stationary point.



Sold only through the Stationer.

DOMINION BLANK BOOK CO., LTD.

St. Johns, P. Q.

Experience and Equipment Count for Much These Days

In selling, the dealer who knows good goods and has the organization for aggressively pushing them is the one who is gaining in profits and good will.



In manufacturing, the line which is designed and constructed under expert attention and with complete facilities is the one that insures unfailing satisfaction.

The complete line of National Loose Leaf and Bound Books has back of it more than half a century of experience, up-to-the minute equipment and a guarantee of excellence.

NATIONAL

THE NATIONAL BLANK BOOK CO.

HOLYOKE, MASS. NEW YORK CITY CHICAGO, ILL.



The largest selling quality pencil in the world

17 *Black Degrees*
3 *Copying*

VENUS *REVOLVING* COUNTER STAND

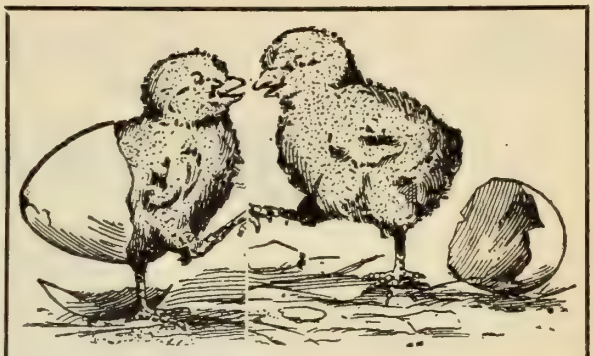
Leading stationers everywhere are finding this handsome, striking counter stand an efficient salesman of their VENUS line. An exact reproduction in shape and color of the famous pencil itself, holding 18 dozen pencils.

Write for proposition

VENUS PENCILS

Their name, their trademark, their quality make VENUS Pencils sure repeaters - powerful profit producers.

American Lead Pencil Company
220 Fifth Ave. N. Y.
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POST CARDS, Booklets, Mechanicals, Novelties, etc., for—

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are now being shown and our Travellers will be calling on you at an early date. The range is wonderful and prices are rock bottom. Early deliveries guaranteed. Mail enquiries cheerfully attended to.

Are you keeping your Summer stock of Locals and Fancy Post Cards up to date? Write us for all the latest designs.

VALENTINE'S SERIES
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BLANK BOOKS

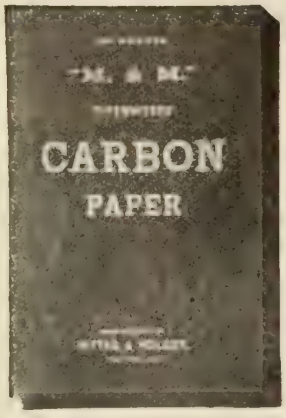
Our stocks of Ledgers, Journals, Cash Books, Record Books, Miniature Blank Books, Ring Books, Loose Leaf Binders and Sheets are very complete and awaiting your service.

Orders should be placed early so that deliveries can be made in time for the opening of the fall season. Our Blank Book Catalogue is now on the press and will be issued very shortly.

Copies will be mailed to all dealers and jobbers on our list.

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MONTREAL



When You Sell Carbons and Ribbons
Be Sure They are "M & V" Brand

Satisfied customers are your greatest business asset. A satisfied customer will come back to you over and over again. That means you will get all the business of every customer you continuously please. The result is rapid turnover and steady profits.

MITTAG & VOLGER Carbons and Ribbons come under the heading of those products which assure customers satisfaction, steady custom, rapid turnover and greatest total profit.



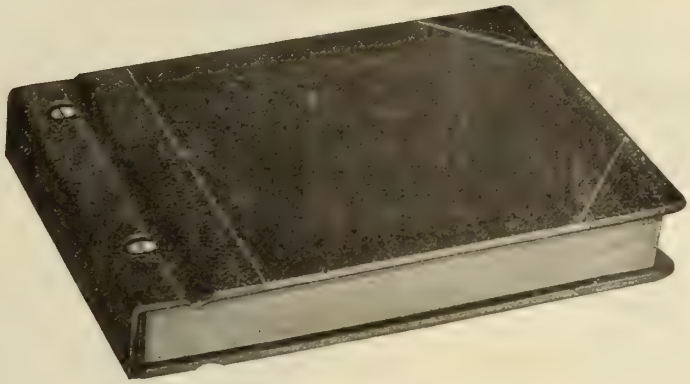
Are you concentrating on M & V Products?
If not--Ask your jobber. He has them.

MITTAG & VOLGER, Inc.

Principal Office & Factory: PARK RIDGE, N. J., U.S.A.
Agencies All Over the World.

LUCKETT'S
STERLING
— LINE —

Made in Canada** and made **Right



LEDGERS

The keeping of accounts was never in the history of the world so important as today.

Business men simply *must* know where they stand. This applies to every one in business—to every professional man—to every individual.

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Loose Leaf Books for every purpose all— made in Canada—carried in stock by us.

How About You?

Can you fill orders from stock or must your prospective customer go elsewhere?

There *is* business to be had if you go after it.

"Business don't flow 'round this world for every fool to sup,
You've got to put your 'see-ers' on and go and hunt it up."

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The Canadian Loose Leaf Supply House

Factory and Office
545-549 King St W.
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DIXON'S ELDORADO

"the master drawing pencil"

Two Questions— One Answer

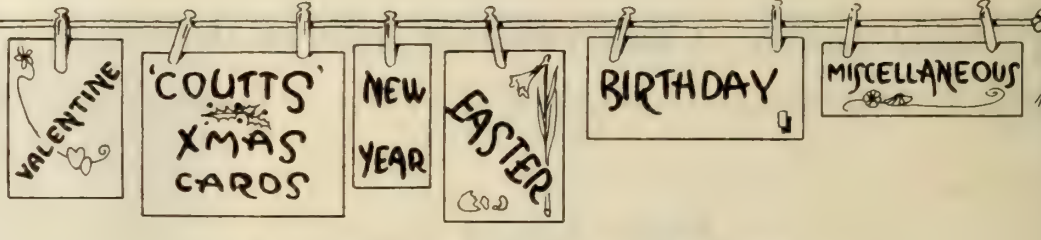
What item in your stock is of more importance than the pencil item ?

And among pencils what one more important to you than the one that eases and quickens all pencil work?



DIXON'S ELDORADO is made in 17 leads—one for every need or preference.

JOSEPH DIXON CRUCIBLE CO.
PENCIL DEPT. 74-J, JERSEY CITY, N. J.
Canadian Distributors
A. R. MacDougall & Co., Ltd., Toronto



A 'FULL' LINE

Buyers of GREETING CARDS, attention!
Here is a matter that concerns you all;
The subject I'm about to mention
Touches Spring, Summer, Winter and the Fall.
List to "a lineful" of suggestion;
If from "A FULL Line" you'd select your wares
Let COUTTS, Toronto, solve the question,
And then no longer you'll be "questionnaires."

'COUTTS' CARDS are couched in language snappy,
Yet chaste in wording, also in design.
If YOU design to make folks happy
THIS is the 'line' with which to "get in line;"—
A line that from "New Year," remember,
Runs through the various seasons of the year;
And ends not till, in gray December,
It winds round "Christmas" many a 'line' of cheer.

"A FULL LINE?" Yes! Besides the seasons
Of New Year, Easter, Merry Christmastide,
For other Card-days there are reasons,
And COUTTS the CARDS for these, too, will provide:—
Saint Patrick, Valentine, Vacation,
'Stork,' Birthday, Wedding, Graduation too,
With Friendship and Congratulation,
Help fill the 'line' that COUTTS 'hangs out' for YOU!

William E. Coutts

263 Adelaide St. W.
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By

James Oliver Curwood

The Flaming Forest..... $2.00
The Valley of Silent Men..... $2.00
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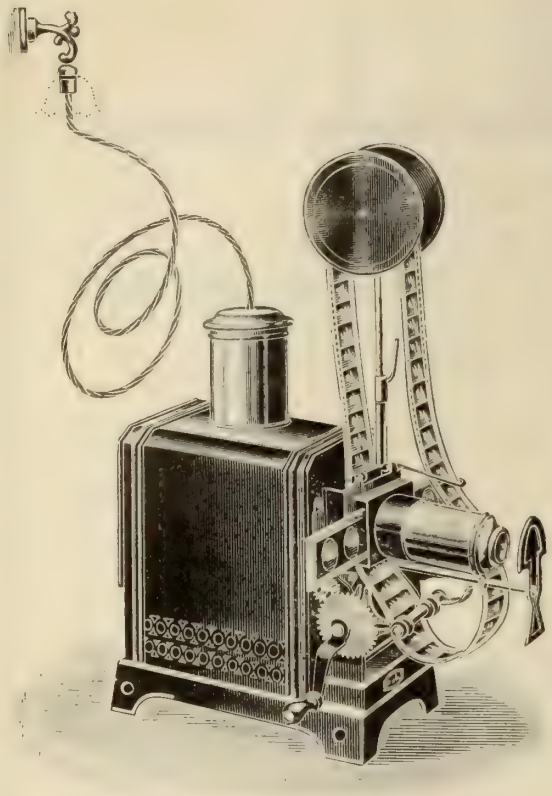
The Pride of Palomar..... $2.00
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Publishers, Toronto

Our complete catalogue of new and standard publications, will be sent on request.





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The progressive dealer demands the newest and best in toys

For Christmas Trade

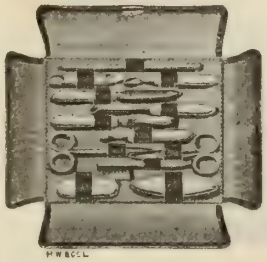
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:: MANUFACTURERS OF ::

Fancy and Solid Leather Goods

New Designs in Ladies' Hand Bags and Pochette Bags, Ladies' Purses, Portsea Purses, Manicure Cases, Letter Cases, Pocket Books, Treasury Note Cases, Blotting Cases, Dressing Rolls, Dressing Cases, Glove and Handkerchief Cases, Tie Cases, Music Cases, Book Holders, Attache Cases, Suit Cases, Trunks, &c., &c.

Write for New Catalogue Now Ready







Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

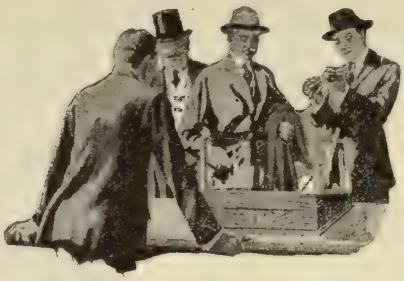
- Drawing Inks
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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

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Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.



No. 14

This No. 14 Bank Pen is the most popular in the world among accountants, with its fine clear stroke, so little need of blotting and with ink for many columns.

Pens Easily Shown Are Easily Sold

That's the real reason for the Esterbrook Display Case. It saves counter space, gives good display to a wide assortment, requires little capital tied up in stock and makes the choice easy for your customers. Then sell by the box and use the name and number

[illegible] well arranged shelves of other stock, will make a pen sale grow into a much larger purchase.

[illegible] tie-up between this Esterbrook line of the world's twelve most popular pens and added profits in other departments.
Our Dealers' Service will show you how if you will write us.



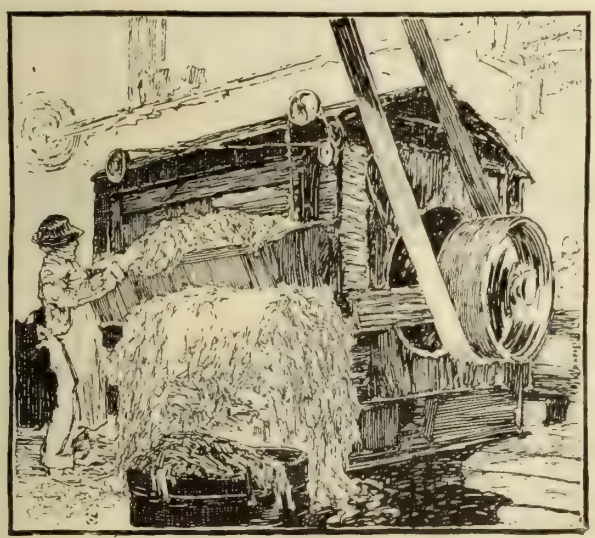
The Esterbrook Pen Manufacturing Co.

18-70 Cooper St., Camden, N. J.

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Esterbrook PENS



A Fanning Mill or "Thresher" Removes all dust and dirt from the Rags. *No. 2 of a Series*

"From Rags to Writing Paper"

The "Thresher"

One of the characteristics of Superfine Linen Record is the absence of specks and blemishes. This is obtained by extreme care in eliminating dirt and all foreign bodies in its early stages of manufacture. Every sheet, even in its finished state, is carefully inspected.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper" —sent on request.

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Makers since 1882 of Superfine Linen Record and other High Grade Papers

HAND Made Imported Stationery in white and colors with Tissue lined envelopes in quire boxes and in 3 and 5 quire Gift Boxes.

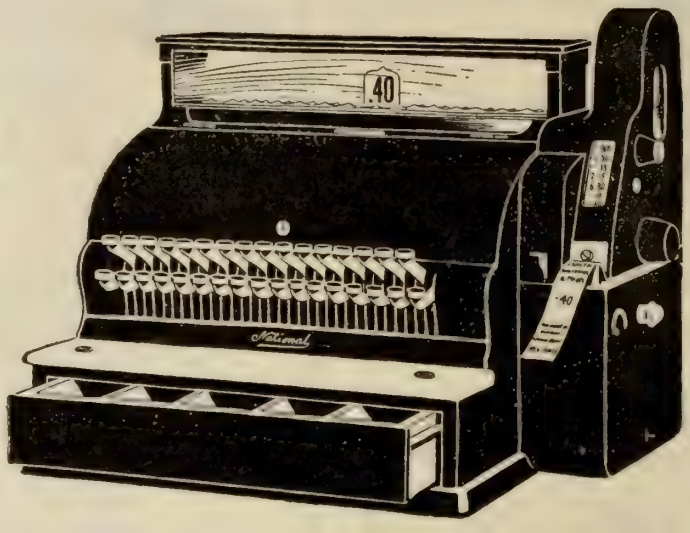
Japanese Paper Tape in patterns and colors for tying gift packages.

Japanese Papers in figured designs and colors for wrapping fancy packages.

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Another improvement in National Cash Registers. Low-priced receipt printer.



To all merchants:

When you press a key on this register—

(1) It shows the price of the article.

(2) It prints a record for the merchant.

(3) It prints this receipt for the customer. ⟶

(4) It opens the cash drawer.

(5) It adds up the money received for the day.

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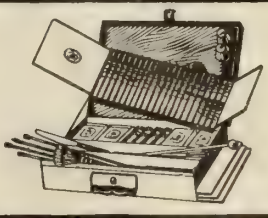
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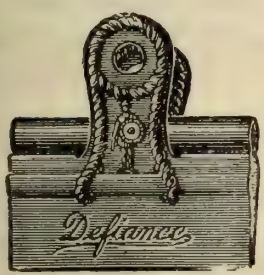
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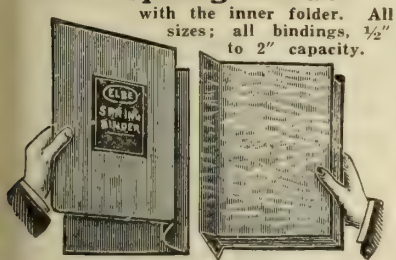


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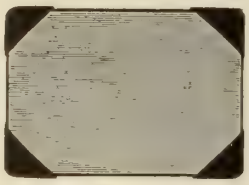
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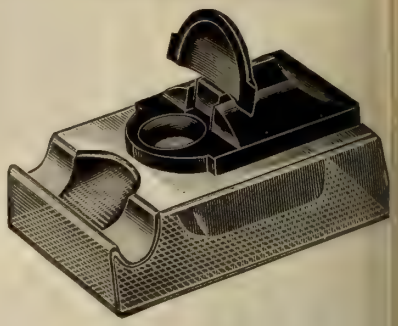
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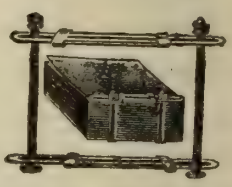


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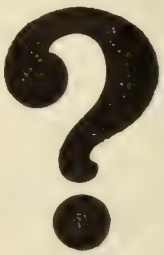
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Vol. XXXVII. No. 10 | THE MACLEAN PUBLISHING COMPANY, LIMITED Publication Office: Toronto, Canada. | October 1921

BRUNSWICK RECORDS

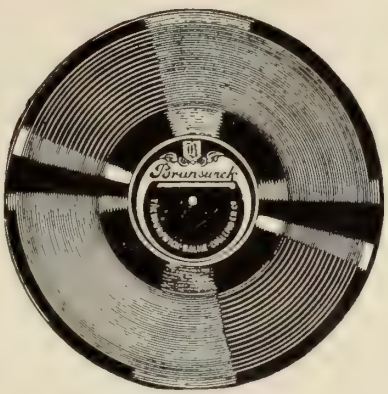
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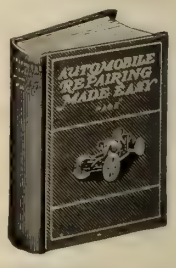
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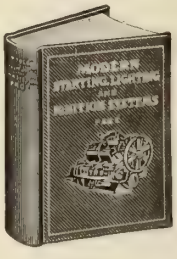
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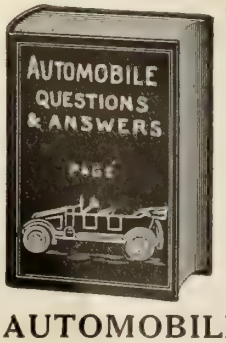
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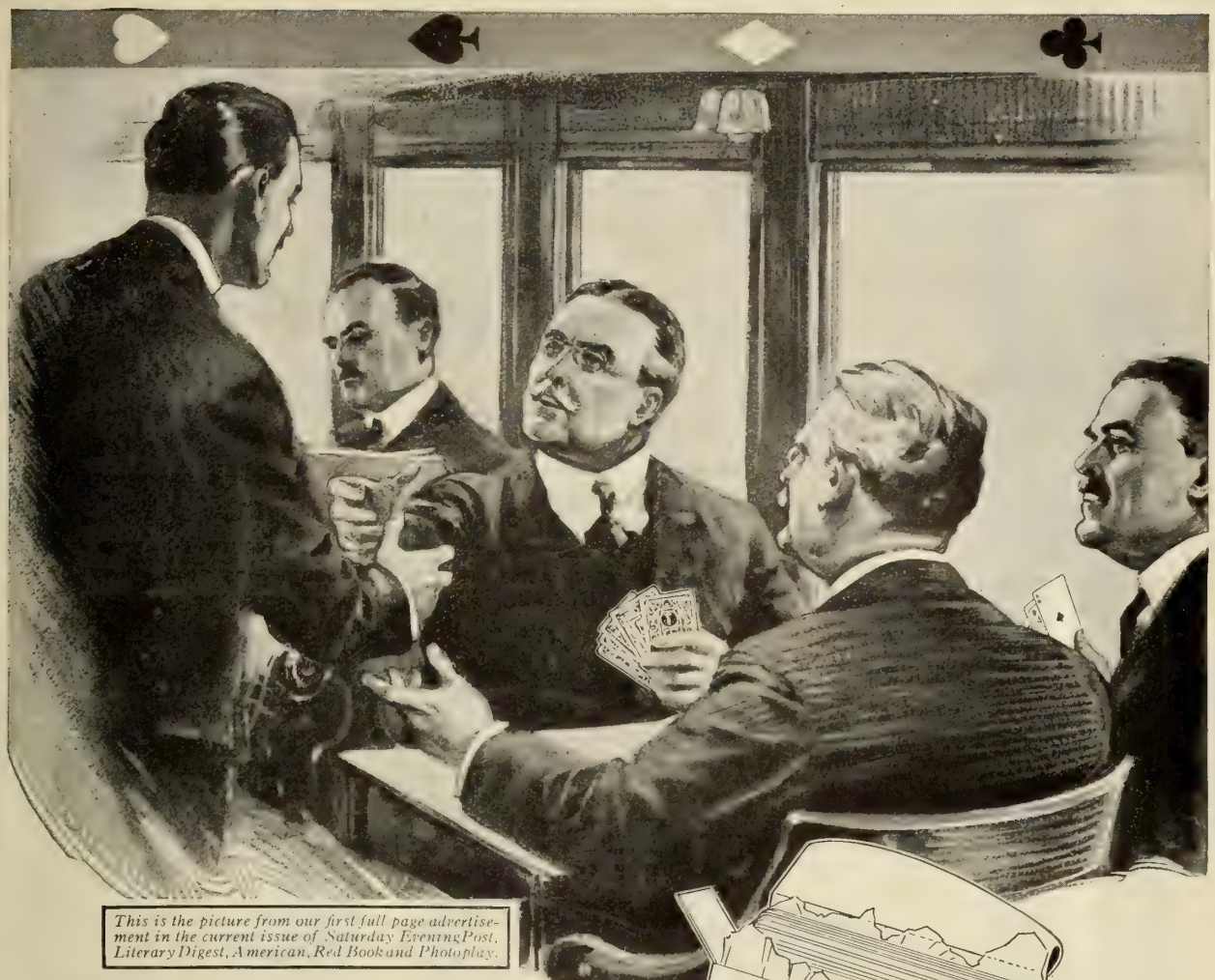
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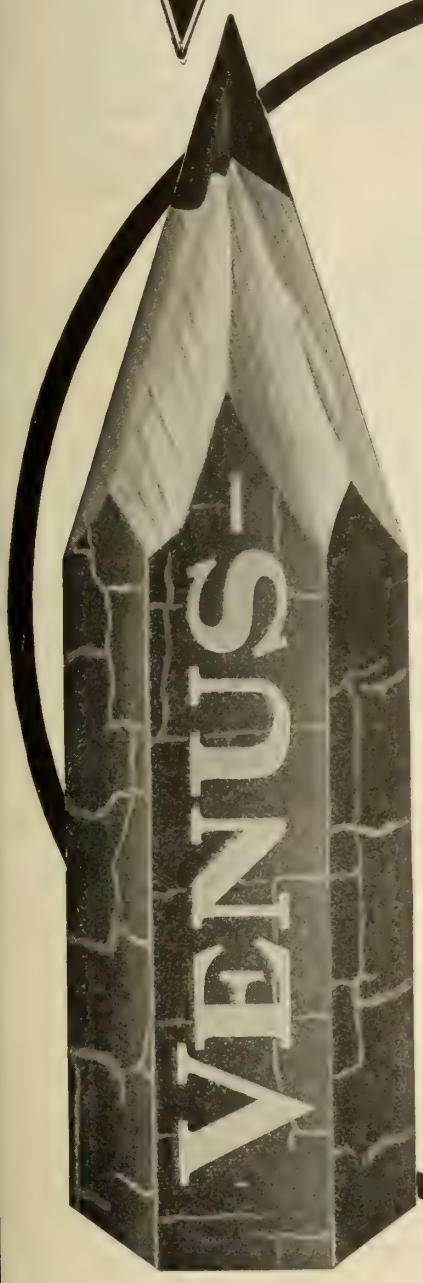
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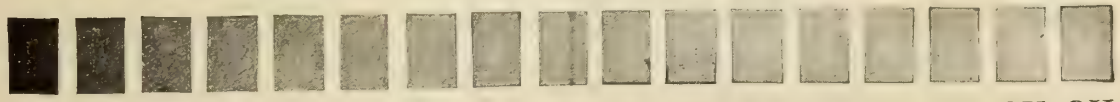
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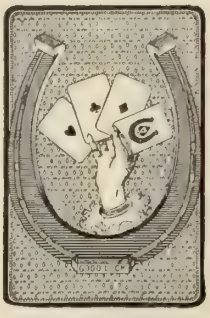
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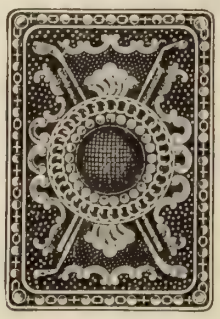
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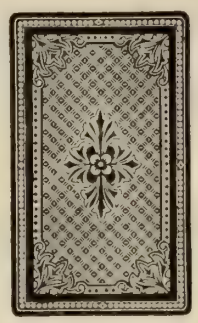
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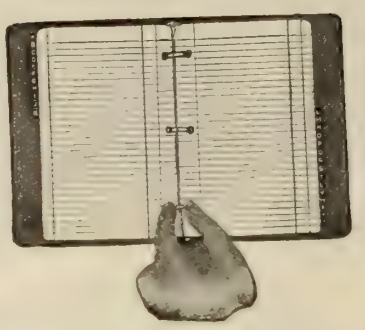
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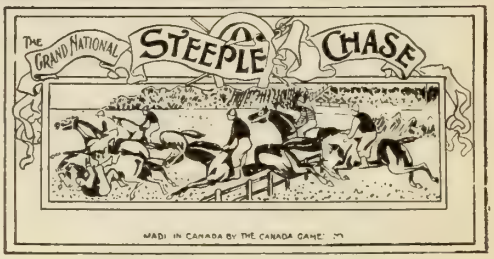
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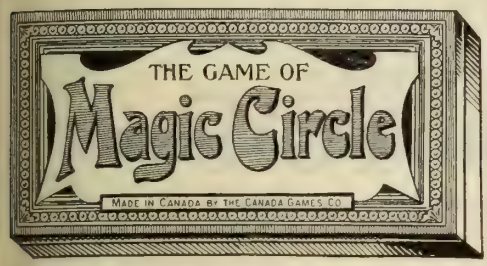
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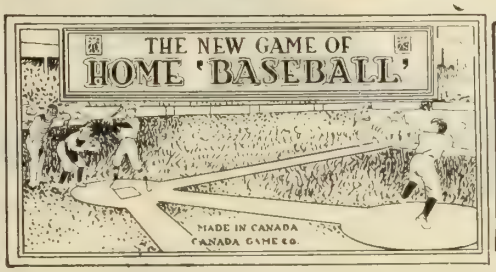
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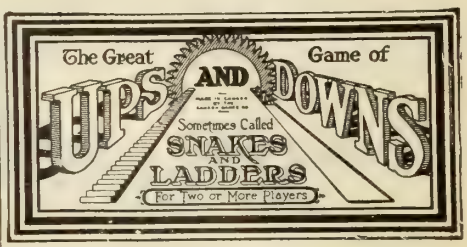
















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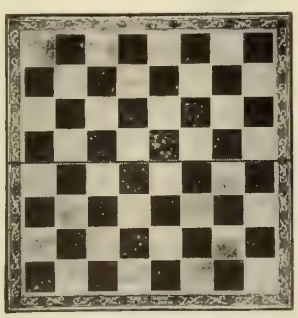
No. 1. Size of Box 13½ x 7 . Size of Board open 13 x 13 .
No. 2. Size of Box 14½ x 7½. Size of Board open 14¼ x 14¼.
No. 3. Size of Box 18 x 9 . Size of Board open 17½ x 17½.



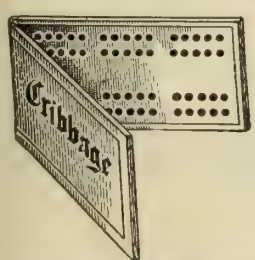


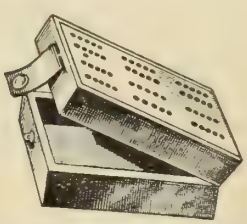
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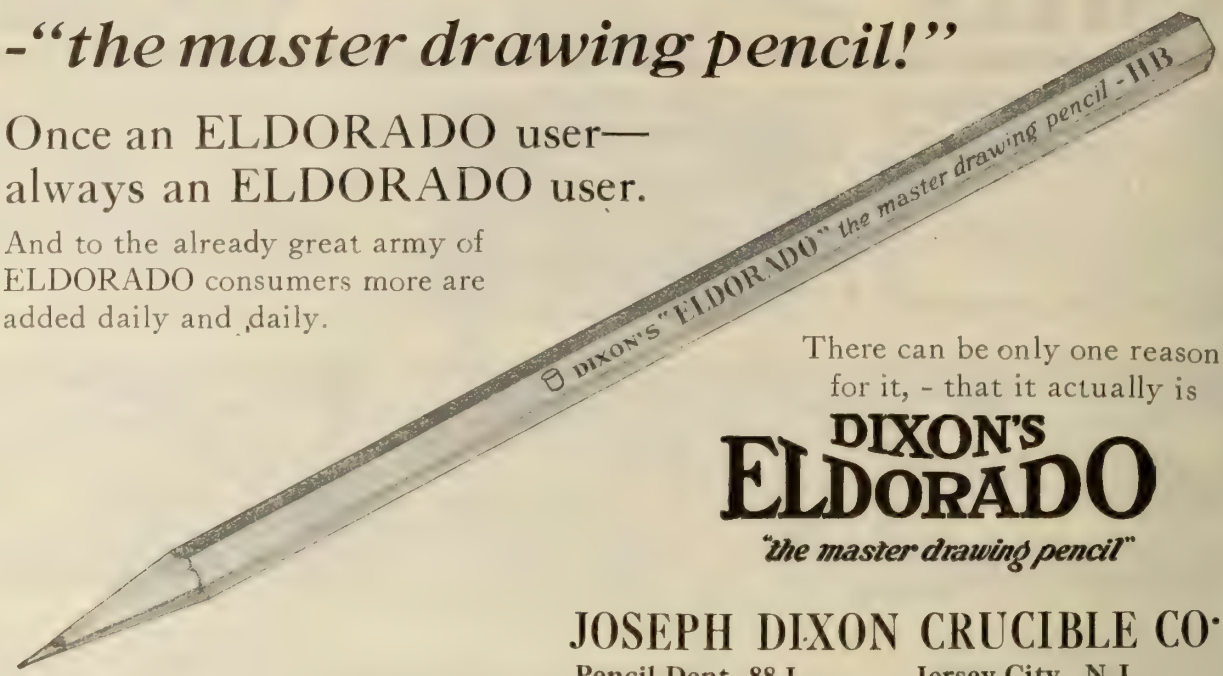
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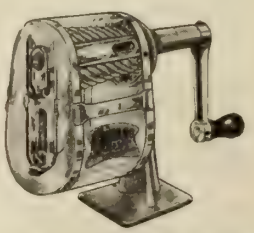
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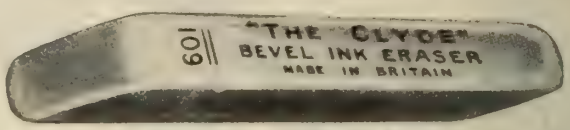
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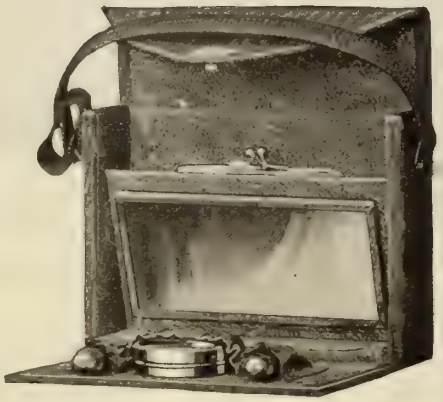
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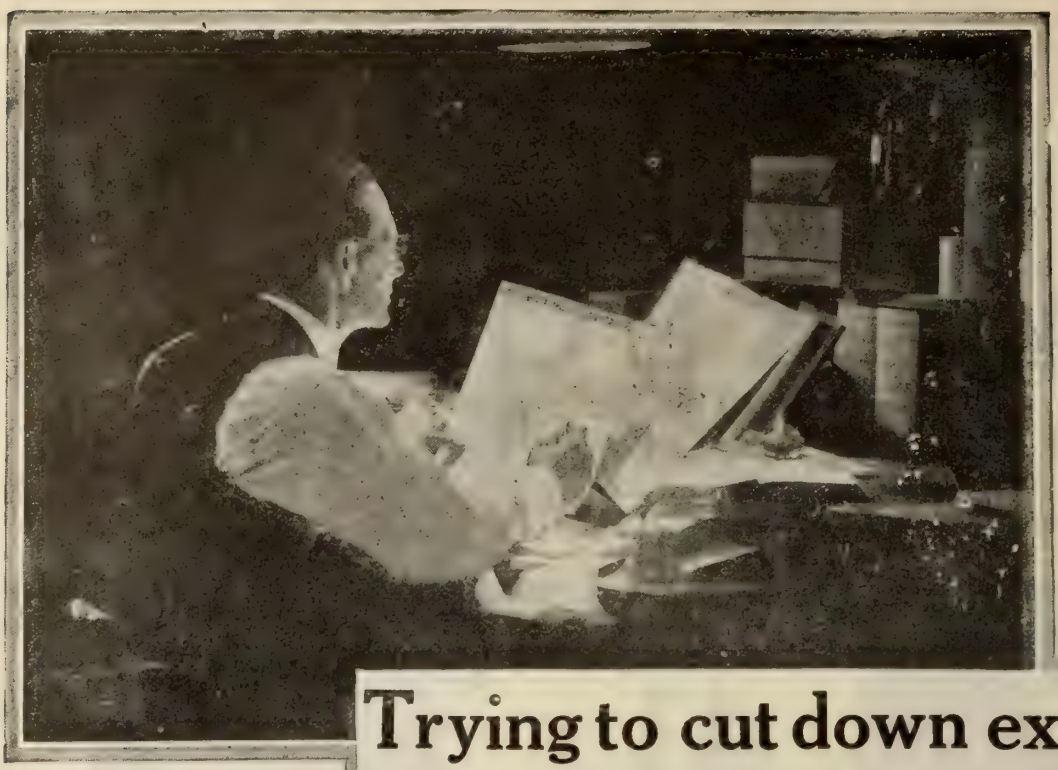
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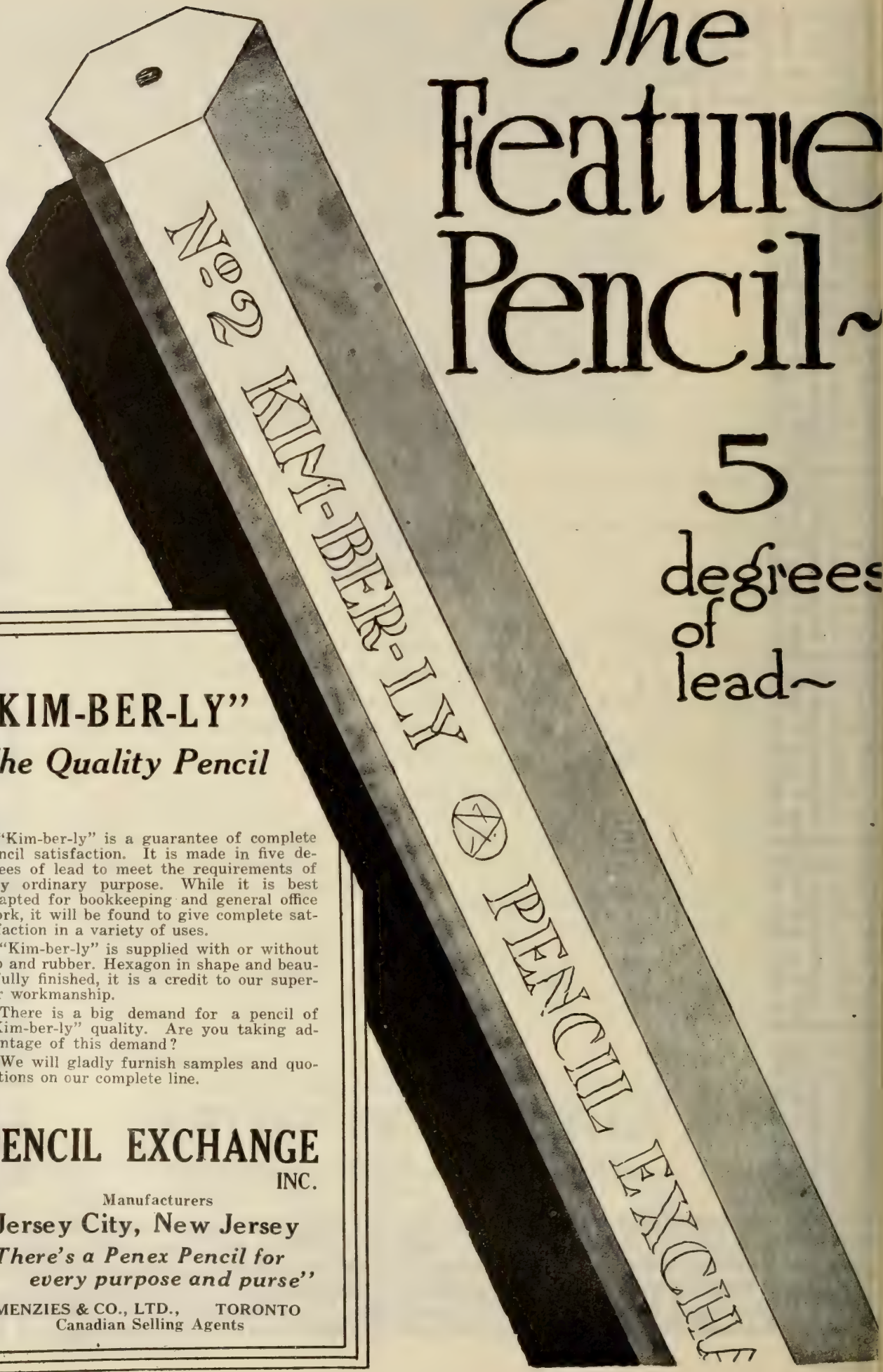
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Vol XXXVII. TORONTO, OCTOBER, 1921 No. 10

Great Chance for the Bookseller

Never in the History of Publishing in Canada Has There Been a Finer Array of Good Books on the Market, Declares J. S. McClelland, Head of Special Committee On Canadian Book Week—Sounds Clarion Call to Trade to Get Behind Dominion's Authors

A CLARION call to the booksellers of Canada to get together and behind Canadian Book Week is sounded by J. S. McClelland of McClelland and Stewart, speaking as chairman of the Publishers' Section of the Toronto Board of Trade and also as chairman of the special committee entrusted with the launching of this campaign on November 19.

"I hope," said Mr McClelland to the editor of Bookseller and Stationer, "that the booksellers of the Dominion will rise to the occasion and do all they can to assist in putting this proposition across in fine style.

"It means business to every bookseller, not only this year but in the years to come. I have no hesitation in saying that this is the bookseller's year. For never in the history of publishing in Canada has there been placed on the market such an array of splendid books by good authors. Nor are the authors limited to any one place. In England and America and especially in Canada have they been turning out wonderful work.

"This being the case, the booksellers are now assured of almost record business. With the little extra push which they can give to this campaign the booksellers can do much towards making it a success.

Is Envious of Dealer

"It will be plain to the bookseller, too, that Canadian Book Week is timed to come at a period when people are thinking of their friends overseas and out of Canada. As a gift nothing could be more appropriate than a book by a Canadian author. Books are always first-class gifts but there is a good deal of thought and sentiment embodied in the sending of a book by a Canadian author to some one who is far away from home."

"I almost envy the bookseller this year," continued Mr. Mclelland, "as I am of the opinion that he has never had a better opportunity for creating business than he has at the present time. He undoubtedly has a wonderful chance to chalk up big business and handsome profits. Just a little intensive work is required to 'turn the trick' and I have no doubt but that he will not hesitate to do his part in the weeks remaining before November 19.

New Interest In Authors Now

"I would point out, too, that in Canada we are going to have the advantage of two Saturdays. This means that two big buying days are being taken into the campaign. In the United States Children's Book Week starts on November 13, which falls on Sunday. In Canada, though, we are starting in on November 12, which means that we will start the drive on Saturday and wind it up the following Saturday, thereby giving the bookseller two big days on which to do business and make the most of the country-wide propoanda."

That there is an interest in the author today which was not so noticeable in past years and that added impetus will be given to this interest by Canadian Authors' Week is the opinion held by Mr. McClelland, who feels that, while English and American authors are entitled to a wide following, the Canadian author should be better known among his own than he has been and is at the present time.



J. S. McCLELLAND,

Chairman of the Publishers' Section of the Toronto Board of Trade, and Chairman of the Special Committee in charge of the plans for Canadian Authors' Week. Mr. McClelland holds the ovinion that the Canadian bookseller never hac a better opportunity to increase his business than he has at the present time.

That others who have studied the question are of the same opinion, having noticed the new interest in the writer, is evident from the fact that in his address to the American Booksellers' Association recently Robert Cortes Holliday, Literary Advisor to Henry Holt and Company, said:

"It seems to me that the people are more interested to-day than ever before in the position of writers, and what the people take to be the real excellence of their work. I remember when travelling about in the Middle West and I talked with young women reading books in hammocks. They told me the book in hand was a fine story, and if I asked them who wrote the story they read the other day, they would look blank and say they couldn't remember. I think that sort of thing is passing. People are more interested, to my mind, in real authors."

How Publicity Will Help

Another good point about Canadian Book Week is that the publicity that will be secured will mean a good deal to the author, the publisher and the bookseller. It will undoubtedly create a new interest in books. It will focus the public's attention on the bookselling business. This in itself will justify the campaign for certainly there are many people who never think of books. Many there are, too, who feel that they cannot afford to buy books. This, however, is but a relative matter.

These same people spend hundreds of dollars on other luxuries and let books go by. Among these millions of people in the country, without books, there are many automobiles; there are thousands of victrolas and pianos, and other things, without which they could get along.

(Continued on page 48.)

Authors, Publishers, Booksellers, are Preparing a Whirlwind "Drive" in Interests of All Canadian Writers

Elaborate Plans are Now Being Worked Out, The Idea of Co-operation Being Predominant—Even Travelling Public Will Be Kept Informed Through Messages On Menu Cards—"Toronto Plan" to be Presented at Big Dinner For the Trade

"WE Need a Canadian Book Week to Call Us Back To Book Sanity and To Preserve Our National Identity."

With such a slogan covering the banner under which they are marching towards Canadian Author's Week—November 19 to November 26 inclusive—Canada's authors, publishers and booksellers are preparing now to launch a big offensive on the reading and non-reading public. It is time, they feel, that the Canadian author should come in for a little honor in his own land, consequently, the week that has been set aside will be taken up with boosting his wares.

Everything in Readiness

A strong committee under the leadership of J. S. McClelland has been at work night and day preparing for the offensive and at present time plans are pretty well completed. And elaborate plans they are. indeed. Considerable thought and a good deal of work, it is evident, have been indulged in. The next item on the program will be the firing of the opening gun, 'Another week of the work and then it will be all over but the counting up of the returns and estimating the benefits that have been derived.

Outline of General Plans

The general plans for increasing the Fall book business include:

Children's Week, starting Saturday, November 12, and ending Saturday, November 19.

Canadian Book Week, starting Saturday, November 19, and ending Saturday, November 26.

Book Fair at Massey Hall.

Letter heads and envelopes. This will mean advertising the campaign by means of special messages on all communications sent out by authors, publishers and booksellers.

Menu cards for hotels. By means of snappy messages and announcements on the menu cards of all the leading hotels it is hoped to catch the interest of even the travelling public.

Why A Canadian Book Week

The authors of Canada deserve it.
Booksellers and Publishers Want it.
The Public needs it.

It is here that the slogan comes in: "We need a Canadian Book Week to call us back to book sanity and to preserve our national identity."

From Authors To Publishers

The Authors' Association wants to be supplied with photographs of authors and all available data as to who's who and what they have written.

Publishers are being asked to furnish posters so that the authors may reproduce them for newspaper use in the campaign.

Statistical information is wanted as to the number of books published this year, last year and previous years. This information will be used by the Authors' Association in their general propaganda work.

Brief notices of books are also being asked for by the Authors' Association.

It is suggested also that the publishers do what they can to develop the rural book market through farmers' organizations, etc.

Finally, the recommendation is made that every effort be made to reach the travelling public on trains.

The publishers, on their part, suggest that the authors work for a big Canadian Book Week through the press, the schools, libraries, churches, book stores, advertising clubs and patriotic associations.

Bliss Carman or some other poet might, it is urged, be prevailed upon to write a special poem on Canadian Book Week which all the newspapers would be glad to publish.



B. K. SANDWELL,
Secretary of the Canadian Authors' Association, who has been taking an active part in the Canadian Book Week campaign.

Librarians to Publishers

It is suggested by the librarians that the publishers lend a number of books for a Canadian display and also for a Children's display.

Another recommendation made is that the publishers have a representative in each city whom librarians and authors can approach for data in connection with these special weeks.

Get the motion picture theatres to run pictures of Canadian authors and jacket covers of their latest books.

Publishers to Booksellers

Now here is where the bookseller comes in, the publishers putting out for his consideration the following programme:

Intensive bookselling methods required in Canadian book stores.

Publishers should show booksellers how to apply intensive methods.

Help make every bookstore a "community centre."

Supply joint catalogue of Canadian books—new and old—providing the latter are in stock.

Preliminary meeting followed by a dinner to booksellers and their assistants for the purpose of presenting the "Toronto Plan." The idea here is to get the men from the bookstores out at a big dinner so that the plans for the week may be placed clearly before them.

Authors To Booksellers

The authors, too, have a message for the booksellers. Here it is:

Too many Canadian authors have their chief market abroad. Just as an instance, one novel of which 200,000 copies were sold could not be found in a single bookstore in a city of 70,000 people.

Booksellers of Canada should induce Canadians to buy Canadian books.

Canadian authors do not ask undue favoritism but a fair show.

The Canadian Authors' Association stands ready to co-operate fully with Canadian booksellers.

Now the bookseller comes to bat. Here are a few suggestions which he has for the publishers:

1. Provide plan for a definite series of window displays and newspaper advertisements with one central display idea and one chief slogan, all being suitable for reproduction in newspaper advertisements.
2. Posters, mailing cards, etc., from individual publishers.
3. Prize contests for best displays and newspaper advertisements.
4. Supply for Children's Book Week an eight-page booklet such as was sent out in the United States. This would have to be revised, of course, to suit Canada.
5. Get in a supply of the United States booklet — "Everybody for Books."
6. Supply copies of books autographed by authors.
7. Supply photos or authors, autographed.
8. Provide labels for books and outside packages.
9. Create the highest degree of expectancy in the minds of the booksellers. If the publishers were to enlist the co-operation of the libraries through the booksellers.
11. Have all plans for both weeks fully developed by the time the booksellers meet in convention in the Carls-Rite, Toronto, on October 17.

Committee in Charge of Coming Campaigns

J. S. McClelland (chairman), of McClelland and Stewart.
S. B. Gundy, Oxford University Press.
George L. McLeod, George L. McLeod, Ltd.
F. F. Appleton, Musson Book Company.
S. B. Watson, Thomas Nelson & Sons.
Thomas Allen of "Thomas Allen, Publisher."
F. I. Weaver, Executive Secretary.

AUTHORS ARE ACTIVE

Working Hard To Arouse Interest in Canadian Book Week

The task of working up public interest in Canadian Authors' Book Week has been undertaken by the Canadian Authors' Association, and will be largely carried by the nine local branches of the association from Halifax to Victoria, under guidance of a National Book Week Committee, consisting of Dr. Georpe H. Locke, J. E. Middleton, Miss Marjory MacMurchy, Miss Lucy Doyle, all of Toronto; Hector Garneau, municipal librarian of Montreal; Dr. Gerard L. Domar, librarian of McGill University, and the three executive officers of the association—namely, J. M. Gibbon and B. K. Sandwell, of Montreal, and Professor W. S. Wallace, of Toronto. The French litterature of Canada will not be neglected, and the propaganda in French-speaking territory is in the hands of the French Section, under the presidency of Victor Morin.

Every kind of activity will be enlisted in an effort to convince Canadians of the importance of their own book output, from donations of hundreds of valuable books as school prizes for the best essays on Canadian literature to exhibits in the libraries and sermons in the churches. Many Canadian Clubs and other societies have promised the heartiest assistance.

Editors As Authors—The Canadian Society of Authors has decided to admit editors to membership, "so long as they behave themselves." May we ask, in the immortal words of Shakespeare, where do they get that stuff about editors behaving themselves?—Toronto Star.

Together We Stand—Divided We Fall !



"By hearty co-operation in the plans of the CANADIAN BOOK WEEK, the Canadian Bookseller, the Canadian Publisher, and the Canadian author can put the Canadian book on the Canadian Map," declares J. Murray Gibbon, President of the Canadian Authors' Association, in a rallying call written especially for Bookseller & Stationer.

"Hitherto the Canadian Book has been lost in the crowd of contemporary publications. The authors are now giving the Canadian Public reasons why they should buy Canadian Books next NOVEMBER. They are creating a demand which the wise bookseller will be ready to supply.

"The public interest in the CANADIAN BOOK WEEK will bring people to bookstores out of curiosity and patriotism, two of the strongest instincts in the human breast."

! ! Strike While The Iron Is Hot ! !

Cheap Toys Proved Business Prop

Ritchie Vechsler's Displays of Five, Ten, and Fifteen-cent Articles Bring "Marvellous Turnover"—Ottawa Merchant Has No Sympathy with Man Who Claims that Toys Can Only Be Sold in Certain Seasons

THE statement in the July issue of "Bookseller and Stationer" that the stationer is the logical, natural man to handle toys, meets with the hearty endorsement of Ritchie Vechsler, proprietor of Ritchie's Book Store, Ottawa, Ont.

"I am a constant reader of Bookseller and Stationer and heartily enjoy perusing its columns each month," said Mr. Vechsler to the Ottawa representative, "but was particularly pleased with the July issue because of the space it devoted to toys. I have become whole heartedly converted to the gospel of toy merchandising and, therefore, am eager to pick up any helps or hints that are available. I would like to see 'Bookseller and Stationer' devote as much space as possible in the future to this phase of the business."

It is not at all necessary for Mr. Vechsler to make any pointed remarks about being an enthusiast of toy merchandising. One is deeply impressed with this fact immediately upon enterng the store. And what impresses the customer more than anything else is that his toy tables and counters are heavily laden with "trash," (the writer has Mr. Vechsler's permission to use that term) and what is meant by trash is flimsy gimcracks, the small, five, ten and fifteen-cent articles.

Of course, the larger and more expensive toys have their place in the establishment, but Mr. Vechsler is a "bear" on quick turnover, and he most assuredly gets it in cheap toys.

"You would hardly believe it," he said, pointing to a table in the centre of the store with toy bric-a-brac, "but that table of trash kept my business up for several months. The turnover on that stuff is marvellous and it pays to a greater extent than the more expensive toys."

This calls to mind the reasoning of Archer Wall Douglass who, in his recent book on "merchandising" states in effect that "it is better to have a rapid turnover on inexpensive articles with a small profit than a slow turnover on expensive articles with a large profit."

"I have no sympathy with the man who trys to make out that you can only sell toys in certain seasons," said Mr. Vechsler. "My experience has been that toy selling can be made an all-year-round profitable business. It depends on the way one goes about it and while I have not yet made a big success of



What kiddie would not be thrown into a paroxysm of delight on being confronted with such a mass of playthings as is shown here? In Ritchie's Book Store, Ottawa, Ont., the child is always sure of a welcome and no stone is left unturned by the proprietor in his efforts to see that the kiddie has everything his own way. The merchandise in the picture is classed by Mr. Vessehler as "trash" but it is this "trash," he says, that keeps his business up. By "trash" he means the playthings selling at from ten and fifteen cents to a dollar and a half.



In Ritchie's Book Store, Ottawa, Ont., are always to be found displays that appeal to the children. The more varied the merchandise in the window, the owner believes, the greater is the child's enoyment.

A display of kidlies' books like that is strung along the back of the window shown here should attract the attention of juveniles. Displays like this during children's book week should bring increased business.

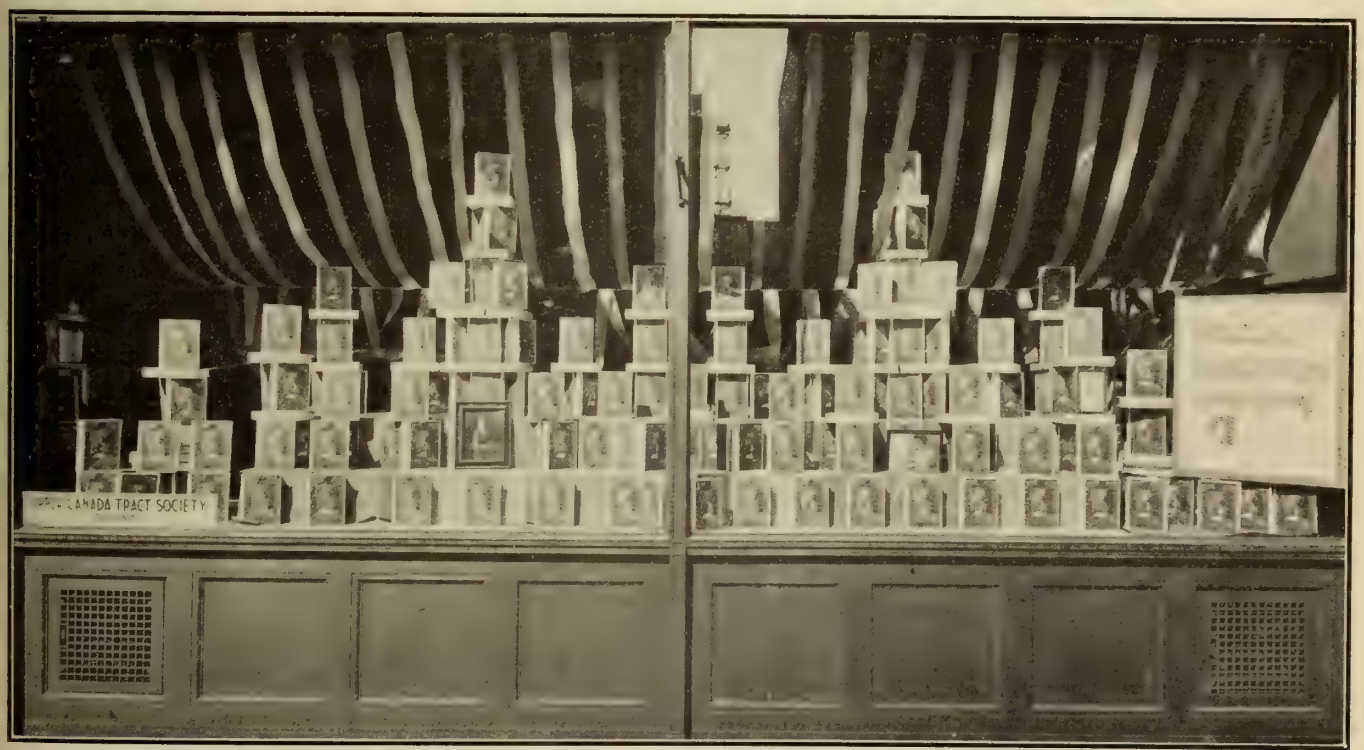
my efforts I find that the toy selling end of my business is gradually growing in volume and I am constantly on the lookout for suggestions that will aid me in developing the business along more extensive lines. So enthusiastic am I about this end of the business that I am dropping china, fishing tackle and one or two other lines, to go in as extensively as possible for toys.

"It is only a comparatively short time since I took hold of toy selling in real earnest. My success in this line last Christmas induced me to give it a tryout this season; and I was soon impressed with the thought that it would pay me to carry at least a small stock of toys all year round. Being in a favorable location, close to an important transfer corner, I soon began to get the trade, with the result that I found it necessary to stock up with a full assortment of toys.

"Good window displays have done more than anything else so far to attract trade, but it is not my intention to rely entirely on my windows. I do a certain amount of newspaper advertising which I find pays, and it is also my intention to issue circulars for school children, and to do anything else reasonable that will help in building up a permanent clientele for this department."

Mr. Vechsler's stock of toys is composed mostly of articles ranging in value from 5 cents to $1.50. These include cheap and simple games and kiddie books, for which there is a good demand. This summer has seen a great demand for sand pails, cheap bats and balls, and large painted rubber balls.

Before the writer left the establishment, Mr. Vechsler repeated with emphasis his statement that he hoped "Bookseller and Stationer" would devote lots of space in the future to toys and that dealers in various parts of Canada would co-operate by outlining their experiences in this branch of the trade for "Bookseller and Stationer."



Here is a strong display made by the Upper Canada Tract Society, Richmond Street, Toronto, as an introduction to the public of "Rilla of Ingleside" (McClelland and Stewart) fresh this Fall from the pen of Lillian M. Montgomery, a talented Canadian.

Quebec Dealer's Stationery Stock

P. D. Authier of Sherbrooke, P. Q., Carries a Hundred and Fifty Different Lines With Prices Ranging from Thirty-five Cents to Three Dollars and a Half—"Assortment Needed to Sell Goods" Says This Dealer—"Nealy's" of Napanee, Ont., Have Five Shelves Filled With Papeteries



IN ALL PARTS of the country are to be found booksellers and stationers who believe that massed displays account daily for a number of sales. Two Canadian stores in which stationery displays play a big part are those of Nealy's in Napanee, Ontario, and P. D. Authier in Sherbrooke, Quebec.

Of course, it is not every dealer who can "sport" a display such as is shown in the illustration accompanying this article. Displays of this nature are all very well for the J. L. Hudson Company's store in Detroit, Mich., and for the departmental and larger stationery stores in Canada but for the average dealer a showing like that presented here would be impossible.

Attractive Napanee Display

Just the same, every dealer can fashion display in keeping with his store. "Nealys'" of Napanee, Ont., for instance, have a display of stationery that takes up five entire shelves. The papetries are all arranged in compartments so that everything is kept neatly and in order.

Nor are papetries all that are handled in this store. Mr. Nealy has worked up quite a business in chinaware and he has also "got in solid" with a number of book lovers who buy fiction merely on the recommendation of the dealer.

That the stationer is losing out by not paying a good deal of attention to papetries is the opinion of P. D. Authier of Sherbrooke, Quebec.

"Many dealers," said Mr. Authier to 'Bookseller and Stationer' are afraid to carry an extensive stock, particularly of expensive papers. This, it seems to me, is a big mistake as people will buy if the dealers will only carry an assortment and ——push it."

In this store Mr. Authier has no less than ninety-eight lines—the product of one firm—and, in all, he has over one hundred and fifty separate lines with prices ranging from thirty-five cents to three dollars and a half. During the Christmas season stationery is sold up to as high a figure as eight dollars. Visitors in the district have expressed astonishment at the Authier selection and not infrequently on returning to the store after their first visit they bring along a friend or two.

According to Mr. Authier, fountain pens constitute another line to which sufficient attention is not paid. These pay a good profit and if only the best lines are stocked will show big returns. Mr. Authier is of the opinion, too, that the only line that should be stocked is that for which repairs can be secured quickly.

Since bringing into use a rack for holding tissue paper the sales of this line, this Sherbrooke dealer has noticed, have increased at least twenty-five times. This rack is built on a slant with a line of wires running across, the papers being hung over the edge. Only the edge is shown but the arrangement is a distinct convenience while the stock can be readily seen and pieces removed without the balance being disturbed in any way.

"To display crepe paper in a similar manner would be a mistake," cautioned Mr. Authier, "as the paper would fade too quickly and at the same time get dirty."

In the Authier store this line is kept in a cupboard or a place of this nature where it is hidden from both the dust and light.

Word to Manufacturer

"The average merchant," says the Sherbrooke man, "is not buying as much in Canada as he might. If people would only put forth a little effort an inquire a bit they will find that there ar being made right here in Canada good of which they never even dreamed. Th manufacturer could help out a great dea here by issuing a complete catalogue c all lines carried and then keeping this lis up to date. It is, as a matter of fact, u to the manufacturers to do this and a the same time keep the dealer informe of the various lines."

A number of catalogues put out b American firms were shown to the rep resentative of Bookseller and Statione Mr. Authier pointing out that these ca alogues are sent out regularly irrespec tive of whether or not the recipient i a customer.

Some Pointers on Display

British manufacturers are sending ou quite a number of such pieces of liter ature but the average dealer baulks a taking the time to figure out the price in Canadian currency. The result i that these catalogues speedily find thei way into the waste paper baskets.

But to come back now to the questio of display: In a recent issue of Book seller and Stationer attention was draw to the fact that Frank Stockdale, a mer chandising expert from Chicago, state in addressing a gathering of retailer in Toronto that it paid to display th goods even to that reckless extent wher they might easily be stolen. If they wer stolen, he said, they would also be bough If they were not stolen they might as we be thrown away as the fact that the were safe proved that people did no want them. In view of Mr. Stockdale' statement the following excerpt fro "The Standard," published by Boorum and Pease Company, is interesting:

The passer-by gazing in the sho window of a stationery store is merel

a potential customer—the man or woman who enters the store is a customer in fact.

There can be no argument about the value of an attention-getting, appealing show window. It first attracts the pedestrian and then converts him into a purchaser, doing all but closing the sale. The closing comes after the customer enters the store.

Value of Interior Displays

The window is an essential, but a comprehensive display of merchandise inside the store is just as important and just as effective in business getting. In fact, interior displays should be considered of even greater importance, as the buying appeal of well-known merchandise is most effective to a person entering the store prepared to buy. Such a man or woman is especially susceptible to the silent suggestion of merchandise that is visible and may be freely handled and inspected.

The edges of manufacturers' packages, even though gorgeously labeled, sell no goods to a stationer's customers, no matter how orderly the array upon the shelves.. A display of closed boxes exercises no urge to buy, and every show window proves that *merchandise on display is the merchandise that sells.* Yet there are stationers whose stocks run into thousands of items who appear content to display a very small proportion of these articles and trust to luck for the others to be called for.

Obtaining the Best Results

The accuracy of this may be verified by any stationer who will devote even a single table in some prominent part of the store to a continuous and often-changed display of his less frequently called for articles, showing but a few of these at a time and using with them small signs telling the prices and the uses for which they are intended.

To obtain the best results, these displays should be changed at frequent periods, so that the regular patrons will be greeted by different showings each time they call. It will surprise the stationer to learn how many commonplace articles customers will be reminded of and purchase as a result of these displays.

Moncton Dealer May be Here For Convention

There is a strong probability of a successful Maritimes bookseller, all the way from Moncton, N. B., being in Toronto, for the booksellers' convention on October 19. Miss Hattie Tweedie visits Toronto every year in October and this year she will be on her twenty-first annual trip.

Certainly a lady of Miss Tweedie's standing in the trade will be heartily welcomed at the convention. Miss Tweedie knows books, reads them and sells them.

And she intends doing everything in her power to help along Canadian Authors' Week. The idea of setting aside a week for Canadian books she thinks is a good one and well worthy of support.

If supporting pillars of the building are prominent in the store, these may be effectively utilized for displaying stock by bolting around them metal strips about three inches wide, to which are attached narrow shelves on which can be shown a considerable number of small items which otherwise might remain on the stock shelves unseen. Money invested in show cases frequently yields as small a return as any part of the stationers' investment, because in many stores these costly fixtures are used as receptacles for odds and ends of stock, or the articles are so arranged that every article will be visible from the front or top, so that any article may be removed for closer inspection without disturbing the other articles displayed. It is only when cases are so arranged that they are working to their full capacity.

It might be well to suggest that, whenever possible, show cases be used for the display of sample articles only, with the selling stock in easy reach. Such a display enables the dealer to show a greater number of articles and to maintain his displays with less work.

An Amendment Worth Noting

Effective October 1, an amendment has been made to the Customs Tariff on the marking of imported goods which is of interest to publishers outside of Canada. The amendment follows:

"12 A. That all goods imported into Canada which are capable of being marked, stamped, branded or labelled without injury, shall be marked, stamped, branded, or labeled in legible English or French words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin. Said marking, stamping, branding, or labelling shall be as nearly indelible and permanent as the nature of the goods will permit.

"Provided that all goods imported into Canada after the date of the coming into force of this section which do not comply with the foregoing requirements shall be subject to an additional duty of ten per centum ad valorem to be levied on the value for duty purposes and in addition such goods shall not be released from Customs possession until they have been so marked, stamped, branded or labelled under Customs supervision at the expense of the importer.

"Provided further that if any person shall violate any of the provisions relating to the marking, stamping, branding, or labelling of any imported goods, or shall deface, destroy, remove, alter, or obliterate any such marks, stamps, brands, or labels, with intent to conceal the information given by or contained in such marks, stamps, brands, or labels, he shall be liable on summary conviction to a penalty not exceeding one thousand dollars, or to imprisonment not exceeding one year, or to both fine and imprison ment. The Minister of Customs and Inland Revenue may make such regulations as are deemed necessary for carrying out the provisions of this section and for the enforcement thereof.

"(2) This section shall come into force on the first day of October, nineteen hundred and twenty-one."

Booksellers to Meet Again in Toronto on October 19; Convention Timed to fit in with Buying for Christmas

October 19 is the next date that the booksellers of the Dominion are advised to mark off on their calendars.

At 10.30 a.m. on that day—Wednesday—the Canadian Booksellers' Association is scheduled to meet in the Carls-Rite Hotel, Toronto, for their initial convention.

Last month some of the members met in the Press Building at the Exhibition Grounds but as the rush for school books was then on in full swing the attendance was small. In justice to the other members and prospective members of the association, it was decided to postpone the convention until a more suitable date.

October 19 was decided upon out of consideration for the fact that this will be a good time for booksellers to make a buying trip to Toronto. It will be just about the time most suitable for holiday—shopping so that the visiting bookseller will be able to kill two birds with one stone.

Following the meeting in the Carls-Rite, when a number of important questions are to be brought up, the "conventioners" can call on the wholesalers and look over the lines on display for the Christmas season.

Remember the day, the place and the hour—Wednesday, October 19, in the Carls-Rite Hotel, Toronto, 10.30 a.m.

Bookseller and Stationer Christ



Your Christmas Window Displays May Win You a Prize

Every bookseller and stationer in Canada will be giving particular attention to his "trims" this year. Now, more perhaps than at any other time, the dealer realizes that the strongest appeal to the public is through the window. This being the case, there are sure to be some mighty fine displays during the next two months.

Are You Proud of Your Displays?

There are few dealers who look upon the windows just as space that has to be filled. A well-trimmed window is an achievement of which to be proud, and it is only right that such displays as will be made this Christmas should be photographically recorded for future use. By having photographs taken of your windows you can be storing up practical suggestions for future years and at the same time stand a good chance to

Win a Valuable Cash Prize

that will pay for the photograph and net you enough in addition, to make any efforts you may put forth well worth while. What is more—it will be a distinct honor and a tribute to your ability to carry off a prize or secure honorable mention in

The Christmas Window Contest

being put on for the Canadian trade for the first time in its history by "Bookseller and Stationer." Cash prizes of $15, $10, and $5 are being offered for the best window displays of Christmas goods, and certificates of honorable mention will be awarded displays which, while not winning prizes, may be considered worthy of special recognition.

To enter this contest all you have to do is have a photograph taken of your window and send it in to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto.

mas Window Display Contest

The man in the small town stands as good a chance of winning as the city dealer. Strong Christmas displays are all that count.

The Satisfaction of Having Won a Prize or Honorable Mention

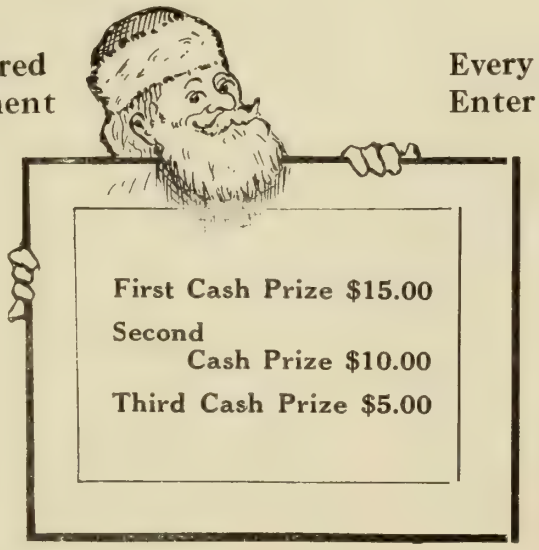
will mean much to the dealer coming out on top in this Christmas Window Display Contest but there is also to be considered the effect that this will have on the public. Not only will the display pay many times over in returns for the efforts put into it but some highly desirable publicity will be given the stores whose windows have been adjudged distinctly meritorious.

Let Us Pay for Your Window

All the dealer has to do in this contest is have the photographer called in. Many dealers throughout the country follow this practice, anyway, when they have a window which they consider out of the ordinary. Send the photographs on then to "Bookseller and Stationer" for judgment. There is no limit to the entries that may be made. If a Christmas display is made each week they may all be entered in the contest.

The Prizes Offered Are an Inducement

Every man sending in a photograph stands a good chance of capturing a cash prize. Should he fail in this his efforts will not go unrewarded for the displays in the "runner-up class" will be awarded certificates of honorable mention



Every Dealer Should Enter This Contest

which he can hang up in a conspicuous place in his store for the public to see. And all photographs containing a selling appeal suitable to the season will be accepted by "Bookseller and Stationer" for reproduction in its pages.

Now is the Time to Get Busy

Make your display both attractive and effective and then call in the photographer. All matter must be addressed to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto, and marked "For Christmas Window Contest."

A note to the Editor will bring any further information desired.

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AND OFFICE EQUIPMENT JOURNAL

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Getting Close to the Child

CANADIANS are to be made acquainted this Fall with Children's Book Week. In other words, the bookseller and the child are to be brought closer together. For a week the man who deals in books will "play up" those likely to appeal to the little folk. The latter will, as a result, take an interest in the stores showing goods to which they are partial. They will remember these stores and closer contact will follow. All of which means that customers for the booksellers will be lined up at an early age. Than Children's Book Week no better plea for trade propaganda—apart altogether from immediate financial returns—could be inaugurated.

* * *

What Campaigns Will Do

THAT THE Canadian Authors' Book Week and Children's Book Week will be successful goes almost without saying. Authors, publishers and booksellers have been co-operating splendidly in an effort to "put across" these two campaigns. They deserve success. And they will get it. Large numbers of Canadian books will be sold. All parties will benefit, particularly the author. There will be an increased demand for the works of Canadian authors but this will not mean that the American and English writers will suffer. On the contrary, they, too, will benefit from the campaign for reading is like an epidemic. Once let it get a foot-hold and its spread will be rapid. Educate the Canadian public to the habit of reading and the rest will be easy. The Canadian author will be content to take his chances with the rest.

* * *

Getting Teachers' Support

"THE proposal in 'Bookseller and Stationer' to have a Canadian Authors' Week in November should meet with the hearty approval of Canadian Teachers," wrote a teacher recently in the Toronto Star Weekly.

"As teachers we are greatly interested in our authors," she added, going on to say that the man or woman in charge of a class would be glad to co-operate in any way.

Certainly this is encouraging. It shows that in the teacher the bookseller has a powerful ally who, if cultivated, might prove a tower of strength in coming campaigns. Members of the teaching fraternity may not be able to buy the works of Canadian authors as freely as they would like but, just the same, the teachers of Canada have probably bought their full share of Canadian books.

The teacher knows and realizes the value of good books. There are few, indeed, who are not interested in some Canadian author. And, this being the case, it is not much to expect that the teachers of the country would do all in their power to encourage the reading of good books, irrespective of whether they are of Canadian, English or American origin. They are in a position to give the widest publicity to a movement of this kind. Therefore, their aid should be sought. Let the bookseller get the teachers of his community boosting for him and results should not be long in making themselves known.

* * *

Present Price of Books

IN SOME quarters there is a feeling that two dollars is a high price for a book. Judging it by pre-war standards, it is. But the fact remains that, considering publishing costs, the two-dollar book of to-day is better value for the money than the dollar-and-a-quarter book was eight years ago. After all, it simmers down to a question of what the public can afford to pay. Does the man who is continuously adding to his library prefer the two-dollar book, with its good workmanship, to the cheaper volume, which with its cheaper binding, cheaper printing and cheaper paper, is inferior in every respect? It is significant that the big majority of best sellers have been of the higher-priced class. Surely then this answers the question. Which means that the two-dollar book has come to stay until that time, at any rate, when the workmanship will not suffer by a reduction in price. Dealers in books must realize this fact and lose no opportunity to present the case in its proper light to customers who are inclined to grumble and raise objections.

* * *

Editorials in Brief

The "Big Three" For Canadian Book Week—Authors, Publishers and Booksellers.

Canadian Authors' Book Week will be an "enlightener." The people will hear more of many of Canada's writers in a week than they heard before in years.

"All roads lead to the book store." This is a slogan adopted below the line for the Fall months. Considering that gatherings for instruction and entertainment are numerous this season the slogan is not just so many words.

Canadian Authors' Book Week and Children's Book Week—Canada's first real attempts at pulling together—should mark a great step forward in Canadian publishing and book distribution.

In every town there is a number of people who do not buy books. This is true of the rich as it is of the workers. The question to which every bookseller should give some consideration is, "How can I reach these people?"

An analysis of the present price trend leads to the conclusion that the downward movement has lost most of its power and that its force will soon be spent. Stability is in sight and there are indications that the darkest section of the woods has been passed.

Steady Call for Children's Books

Special Displays of This Line Are Maintained Throughout the Year by Vancouver Stationers, Ltd.—Good Business Has Resulted—W. J. Hagel Thinks Stationer Should Have Fountain Pen Business.

SEPTEMBER the first was the fourth birthday of the Vancouver Stationers, Ltd., 681 Granville Street, Vancouver, B.C. and they are still going strong. In fact, O. Weber confided to the Vancouver representative of "Bookseller and Stationer" that this present year, in spite of all the "bad times talk," has been the best for store trade in their history. Associated with Mr. Weber is W. J. Hagel, who was for many years with the Thompson Stationery Co., Ltd., Vancouver, and later with Gaskell-Odlum, Ltd. Mr. Weber is another of the Western booksellers who have at one time worked with "Dave" Young, of Calgary, the father of bookselling in the West.

Would Like More Margin

Mr. Weber spent a year in the Calgary store and then went to Edmonton to be associated with Mr. Kennedy in the Young-Kennedy firm which Mr. Kennedy now conducts.

In addition to stationery, both social and commercial and their own print shop and bindery, the Vancouver Stationers, Ltd., handle copyright fiction and re-prints. "We would handle more," said Mr. Weber in passing, "if the margin justified a little more attention."

Losing Fountain Pen Trade

Children's books have been a good line. A special display is made at all times and the sales are splendid. A fair business is done on special order books—there being no effort made to carry a complete line of those not frequently asked for. A deposit is taken from all except well-known regular customers.

Mr. Hagel in discussing pen business, stated that during the first year of business, four times as many fountain pen sales had been shown as in the last three years. Recently, the disposition of the pen manufacturers had been to appoint all and every class of retailer as a pen agent. The result was, he stated that, there is not enough business to warrant any special effort to sell pens. Instead of the manufacturer having a few interested, encouraged agents hustling business on pens, he now has four times as many agents, none of them specializing, few of them selling inks, and all looking upon the fountain pen business as a very minor department indeed. The same is becoming true of these advertised pencils.

Every druggist, stationer, jeweller, second-hand store and pawn shop has the same goods; none can get much business, and the intensive work is not done. A stationer, however, could sell such a line in dozen lots to the larger firms, were the line to be considered as a stationer's line again. The stationers give repair service on pens.

Old Lines Drifting Back

Mr. Hagel compared the fountain pen manufacturer's selling policies with the selling policy of a big camera company, much to the latter's credit.

Leather goods have recently been ad-

(Continued on page 78)



Vancouver Stationers, Limited, of Vancouver, B.C., are certainly to be commended for the manner in which they have laid out their store. That a big stock is carried is readily seen, yet so strategically are the tables arranged that customers and staff are not crowded or "boxed in," as is the case in many stores. Little comment on this picture is necessary as the store is so marked off into departments that no time need be lost in trying to locate any particular line. The display arrangement here is particularly good.

Expect Canadian Authors' Book Week to be A Great Revivifying Force in Book Trade

TO STIMULATE interest in the Canadian Authors' Book Week and Children's Week, which are to be from November 12 to 19 and from November 19 to 26 respectively, the General Committee of the Publishers' Section of the Toronto Board of Trade has sent out the following communications:

The Canadian Author to The Canadian Bookseller

During the recent organization of the Canadian Authors, Association, three Canadian-born writers of international reputation admitted that they had hitherto taken little interest in their Canadian market as their royalties from Canadian sales were so small.

Writer Number One has sold 200,000 copies of a single novel, but this is not stocked even in the Canadian city of 70,000 inhabitants close to that writer's home.

Writer Number Two has a market in the United States and Great Britain of at least fifty thousand copies for each of his novels, each of which has at least one Canadian character.

Writer Number Three has an average sale of thirty-five thousand copies chiefly in the United States. His settings are entirely Canadian.

Other Canadian writers have their home market, but only too many have their chief market abroad.

The object of the Canadian Book Week is to make Canadian writers known as such to Canadian buyers. Canada possesses a young but distinctive literature which requires only to be known in Canada to be appreciated in Canada. That knowledge, however, depends largely on the Canadian bookseller who as salesman is in immediate touch with the Canadian bookbuying public.

What the Canadian Author now asks for is not favoritism. He believes that his books can be sold just as easily to Canadian as to American and British bookbuyers on their merits as good books. He believes, moreover, that Canadians are only human, and like to read about their own Canadian life. So that a good book by a Canadian author is the kind of book the average Canadian will like.

The Canadian Authors Association is out to help the cause by propaganda and otherwise, so as to enlarge the Canadian bookbuying public. All that the Association asks the Canadian bookseller to do is to read the Canadian books offered to him by the Canadian publishers. If he reads them he will like them and stock them.

Canadian books will sell themselves.

A Canadian Author.

To a Bookseller From a Publisher:—

J. Murray Gibbon tells a story about two farmers that contain a big idea for every bookseller planning for better business this year.

The first farmer complained that it was impossible to make a decent living off his farm of 150 acres, and wanted more land.

A second farmer who has a neighboring farm was found to have made a huge success with only one-half the acreage by intensive cultivation.

How to apply this intensive cultivation to bookselling, and the furthering of the book idea in every community has been having the thoughful consideration of the general committee of the Canadian publishers along with representatives of the Booksellers' Associations. A co-operative effort of pub-



Here is a splendid suggestion for an all-Canadian window display for which The Musson Book Company is responsible. Every book shown here is essentially Canadian and specially selected as suitable for Canadian Book Week. F. F. Appleton is shown "putting in the window." Price tickets are the only things missing; these, Mr. Appleton believes, would add to the effectiveness of the display.

lishers, booksellers and authors, to make 1921 a bigger and better book year has been decided upon. Plans are now being made for the holding of two Dominion-wide book weeks that will create a special interest in the book stores of every community, which will no doubt be carried right through the important holiday gift buying season.

CHILDREN'S BOOK WEEK, to be held NOVEMBER 12 to 19, will be a joint effort to encourage the love of books among children, and the discussion of children's reading in all centres. Booksellers, Librarians, Women's Clubs, Educators, Authors and the Press throughout the Dominion are giving organized co-operation in bringing this discussion before the people. This campaign for widely emphasizing the fact that books are a necessary part of a home, and a particularly necessary adjunct to the home where there are children growing, will have a decided influence in furthering the sales of books in your locality and developing future customers for your store.

CANADIAN AUTHORS' BOOK WEEK, to be held November 19 to 26, will have as wide an interest as Canada itself. There has been continuous and increasing attention to the work of Canadian writers all over the world, and the time seems opportune for a national campaign to further the sale of their books in Canada. The same organization that is conducting Chidren's Book Week will carry on this campaign and it is expected that it will be a huge success with the co-operation already arranged for.

The connecting link between this campaign and its real effectiveness is the Bookseller. Plan now to make the campaign a success in your locality, and put through a good increase over last year's business.

Yours very truly,

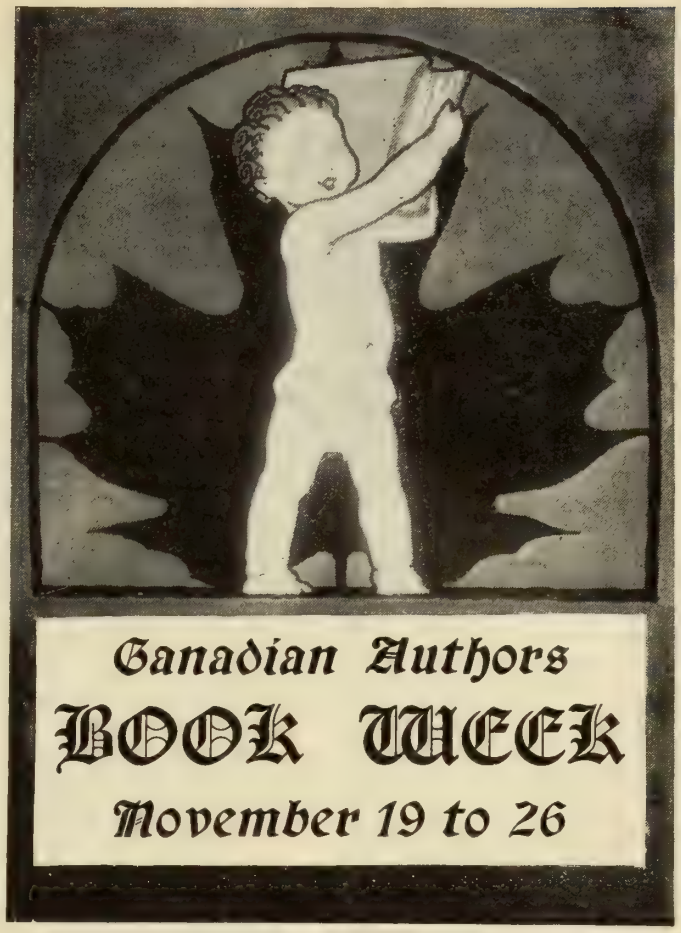
A Bookseller to Publishers:—

Helping the bookseller in a practical manner to sell more books is the best way for Canadian book publishers to make Canadian Authors' Book Week and Children's Book Week promote the interests of book publishing in Canada.

How can this be done?

As a bookseller in a town of average size and therefore typical of most booksellers in Canada, I submit these suggestions to publishers for their joint action:

(1) Devise a publicity plan embracing a definite series of window display suggestions, counter or table displays and newspaper advertisements, playing up a really striking slogan and introducing some central design to be used in



actual displays and for reproduction in newspaper advertising.

(2) This should be supplemented by a goodly variety of posters, mailing cards, etc., from individual publishers.

(3) Offer prizes for the best window displays and newspaper advertisements devoted wholly to the Canadian Authors' Book Week.

(4) Publishers should encourage authors to a better appreciation of the fact that the bookstore is the chief point of contact between the finished product of their brains and the homes. Canadian authors should have a closer and more personal relationship to the booksellers of Canada than is at present the case.

As to Children's Book Week, I believe the U. S. plans are to be available in Canada so that problem is greatly simplified.

I look to the Canadian Authors' Book Week to be a great revivifying force in the Canadian Book Trade.

Publishers and Booksellers must work in unison.

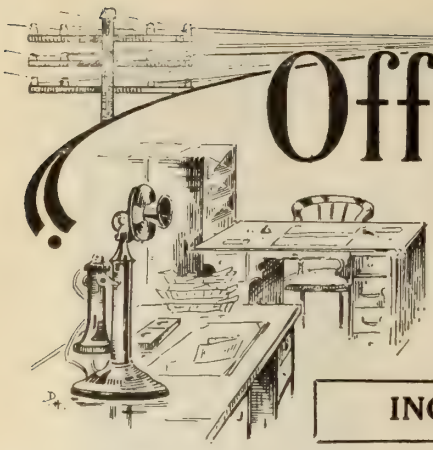
Strike while the iron is hot.

Yours for immediate action,

A Bookseller.

Big Factor in Book Sales is Knowing What is Really Good and Worth While

"My experience in book departments has been long and varied," says Miss E. Schmieding, head of the book department of a Texas store, "and it is necessary that anyone who contemplates handling a department of this kind have an experience varied enough to really know literature. In the sale of books you sell not so many ounces of paper and cardboard, but you sell an intangible, an indefinite something that some mind has put in to the book question. It is necessary that you have a thorough knowledge of what you are dealing in, and also that you have true appreciation of what is really good and worth while."



Office Equipment and Business Systems

INCREASING SALES IN LOOSE-LEAF GOODS

THE conditions applying to business today, and the conditions applying to selling are vastly different from those which applied comparatively only a few years ago. Had some business man of twenty years ago gone to sleep as Rip Van Winkle did and awakened today, modern business highly specialized and complex, modern inventions, modern life itself, would make him think he was in another world. The old-fashioned salesman, or "drummer" would also be astonished. He has been described as a jovial, big-hearted fellow who smoked black cigars, drank whiskey, told stories and "took orders" for merchandise.

How different the modern salesman! He is described as a man who creates and sells ideas to the merchant, who hangs profits in front of his prospect, not prices, and tries to impress him with what he can help make, not with what he proposes to take from him. To the consumer he pictures advantages to be derived, material benefits to accrue, or devises some plan of advantage on which to base a sale. Those who fail to recognize these changed conditions and who cannot adapt themselves to them will certainly fail under present conditions.

Getting Back to Normal

"The retail stationer realizes that he faces a poor prospect in this declining market, this period of reaction after abnormally good times, unless he can do two things" said J. M. Campbell of the Wilson—Jones Loose Leaf Co., Chicago, in an address delivered at the last meeting of the Philadelphia Stationers' Association. He went on to say: "He must make new accounts, and he must sell a broader range of items. It is evident that even if he were to sell the same number of items to the same number of accounts this year, he would come out with a shrinkage both in volume and net profits as compared with previous years."

We see encouraging symptoms and developments show that the worst of our troubles due to this necessary readjustment are about over, if we settle down to work. As Walt Mason aptly puts it:

We're getting back to normalcy a little at a time,
The hoodoos fade, the jonahs flee, the grouch becomes a crime,
This morning when I took my boat to have a bolt replaced,
The workman sang a cheerful note as to the job he chased,
He crawled beneath my panting car, and gave the bolt a tap,
And smiled through all the grease and tar that clustered on his map,
I handed him two iron men, and when that sum was paid,
He blitheely said, "please come again, I'm keen to get your trade."
A year ago I sought his lair, my horn refused to toot,
And for my story of despair he didn't care a hoot,
"I'm not fixing things today," he said, with lofty scorn,
"And you may take your bus away and soak the confounded horn,"
I see a change of attitude in artisan and clerk,
And with the old time pep imbued, the boys get down and work.
And work's the cure for all the ills, that jar the human tribe,
Its better far than all the pills that statesmen can prescribe,
Let's all forget the ancient sores, the ancient grief and pain,
When all get busy at their chores, old Normalcy will reign.

Getting Orders for Loose Leaf

Let's analyze the various methods used by the retail stationer to secure orders for Loose Leaf:

(1) Window and counter display;
(2) Mailing list;
(3) Newspaper advertising;
(4) A Loose Leaf Department properly organized for demonstrating and selling of Loose Leaf;
(5) The efforts of Store Salesmen;
(6) The efforts of Outside Salesmen;
(7) Sales Conference.

We might briefly discuss the misapplication of these avenues to orders as they are sometimes employed.

Window and counter display is too often neglected. The window full of miscellaneous hodge-podge, meaningless and ineffective. If unable to employ the services of a professional window dresser, some individual within the organization should be assigned this important duty, encouraged to perfect himself as far as possible along this line, and the thought of the best men in the organization should be enlisted to help him design window displays with a definite message to the public that will attract their attention and create sales.

One retailer who devotes considerable time, thought and effort to window displays spends real money on material for them and plans them over a period of months beforehand, and it pays him big dividends. Do not underestimate the pulling power of window display. We quote from a recent article in the "Retail Public Ledger."

Demonstrations are Needed

"A big department store has found that out of every 100 customers, 87 per cent will buy for the attraction sight—including goods on display (whether in the windows, on counters, or in show cases) and those to whch their attention is called by advertising and demonstration. If this is true it does not point out the value of window display, counter display, advertising and demonstration, and emphasize the old homely proverb, "Show your wares"?

The Mailing List sometimes not used or if used, the matter sent out is not seasonable, or well selected. A concern that will send out a house organ, or even a very modest circular, at regular intervals, that bears the stamp of the concerns own individuality, and offers seasonable and well selected items, will find the results cumulative in their effect.

Aggressive selling and creating new business call for demonstration. These units are so made up that when selling over the counter, the salesman has in reality a demonstration outfit available which permits him to show everything applicable to the requirement outline by the customer.

What happens when a dealer loads a display case with these units? The main ilea is not display, but creation of sales through proper presentation of merchandise.

Facilitating a Sale

The salesman has the advantage of having practically everything in loose leaf, in small compact space and all the grades to draw upon in making a sale. He automatically becomes familiar with the entire loose leaf line and expert in the sale of it. There is no lost motion, as is necesary when the clerk has to as-

semble items for the inspection of a buyer. Most of these units are so compact that they lend themselves to the effort of the live wire salesman who wishes to create more business by showing the line. If he wishes to develop business on memos, he shows every grade cover and all the rulings.

On price books and rug binders he shows five styles and all rulings, and both grades of indexes. The sheet holder unit, instead of merely showing the ordinary single hinge and double hinge, canvas holders, shows three additional lines, aluminium holders and aluminum clips, and our style "V" holder.

Kindred Requirements Shown

The salesman who will consistently show these units to all his customers will certainly walk into some real orders The thought of suggestion, of additional kindred requirements, are also in them, as the units contain a great range of rullings, etc.

To illustrate the readiness with which most of these units lend themselves to the effort of outside salesmen, let us suppose that the dealer has an inquiry from a customer for a large quantity of ring books.

The inquiry which is not a very definite one is turned over to the salesmen. Now instead of making one call to ascertain the details, etc., and determine what to submit, suppose the salesman takes this price book and ring binder unit with him. It covers the field to good advantage and permits him to show: A flexible cowhide cover, a flexible imitation leather cover, a full bound stiff black imitation leather cover, a half bound stiff cover, a full canvas stiff cover, ten rulings in bond price book paper, a leather tab A-Z price book index, a linen tab A-Z price book index.

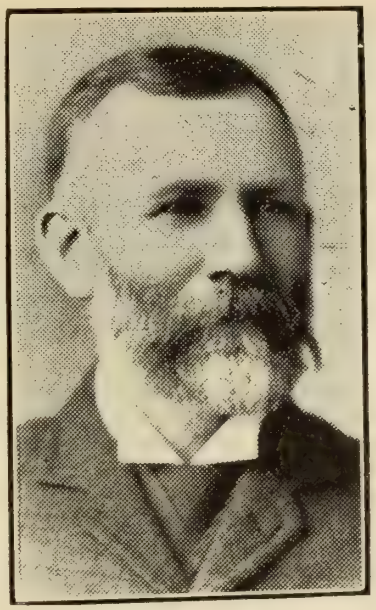
Yet it is so compact that it is no effort to carry it, and complete a sale through the demonstration of everything practical for the purpose. The same thought applies to the other units.

People Worth Cultivating

I do not discount in the least, the value of a thorough knowledge of systems and accounting methods. The further into the application of loose leaf methods the salesman can go, the better equipped he will be, but after all the staple items in lose leaf will stand a lot of aggressive selling effort and the application of the devices, sheets and indexes are just common sense properly applied. Cultivate the public accountant and auditor. They can do you a world of good.

BACK FROM CANADA

W. P. Mills, President of the Moore Push Pin Company, Philadelphia, who has just returned from an extended trip through the Eastern States, and also Canada, says that among the encouraging signs of returning prosperity are the large number of orders now being received from new customers. Everywhere he travelled he found the dealers and jobbers optimistic regarding business for the coming winter and spring.



LATE WILLIAM BRYCE

Whose death removes a pioneer wholesale bookseller and stationer from Toronto

WILLIAM BRYCE DEAD

One of Oldest Wholesale Booksellers And Stationers in Canada

William Bryce, who died at his residence, 276 Rusholme road, Toronto, on Tuesday last, was one of the oldest wholesale booksellers and stationers in Canada. He was born in Glasgow, Scotland in 1846, and came to Canada in 1854. He settled in Toronto, and , later, went to London, where he engaged in business for himself. In 1871 he married Miss Jane Davidson Johnson, of Apple Hill Farm, township of Westminster. In the stirring times of 1865-6, he was an active volunteer, a member of the 7th Battalion of London Light Infantry. He was a former member of the Forest City Lodge, I. O. O. F. He moved his business to Toronto in 1886, and located on Front street, near Yonge, but was burned out in the great Toronto fire, and since then had carried on business at King and Spadina.

For a number of years he had carried on business with his two sons, and was considered the oldest active head of any fancy goods company in Canada. He had a large circle of friends in England and Europe, and had taken no fewer than 35 round trips to the old country. Every year he visited the European markets. He is survived by his widow, two sons, and one daughter. John J. Bryce, of Toronto; George K. Bryce, of Toronto, and Mrs. Albert E. J. Blackman, of 476 Palmerston Boulevard, Toronto. The late Mr. Bryce was a Reformer in politics, and a Methodist in religion.

NEW OFFICERS SELECTED

Office Appliance Manufacturers Meet In Atlantic City

The National Association of Office Appliance Manufacturers, in session at Atlantic City, elected the following officers:

C. K. Woodbridge, sales manager, The Dictaphone, New York, president; M. S. Eylar, vice-president of the Elliott Fisher Company, New York City, vice-president; A. N. Smith, general manager of the Wales Adding Machine Company, Wilkes Barre, Pa., secretary treasurer.

Mr. Eylar and G. W. Spahr, general manager ,the Computing scale Company of America, Dayton, O., were elected directors and with the following, complete the board: C. K. Woodbridge, sales manager. The Dictaphone, New York; R. N. Fellows, advertising manager, The Addressograph Co., Chicago; A. N. Smith, general manager, Wales Adding Machine Company, Wilkes Barre, Pa.; G. C. Kingsley, district sales manager, Library Bureau, Chicago and G. W. Lee, general sales manager, Toad Protectograph Co., Rochester, N. Y.

The Association is made up of manufacturers who distribute direct to the user, and membership is held by a home office sales executive. The Association includes manufacturers of adding machines, adding typewriters, addressing machines, billing machines, bookkeeping machines, calculating machines, cash registers, credit registers, change making machines, check protectors and writers, dictating machines, duplicating machines, filing cabinets, loose leaf devices, mailing machines, tabulating machines, time recorders and typewriters.

ISSUE A NEW CATALOGUE

More Than Three Hundred Items Listed By London Firm

Messrs King Brothers, 15 Bury Street, London, E. C., specialists in stationers' sundries and office supplies, have issued an illustrated catalogue which it is claimed is one of the most comprehensive in the trade. It includes more than three hundred items such as inkbottles and instands in glass, porcelain, vulcanite, wood and pewter, letter files for various systems, letter clips and fasteners, rulers, copying presses, erasing rubbers, and, in fact, everything in the way of sundries needed by stationers and dealers in office supplies, who are requested to write for a copy. E. N. King, Principal of the firm, has visited many parts of the world studying the requirements of the various markets, and the firm pays special attention to the export trade.

LINTON BROTHERS' PRIZE

In a recent issue of "Bookseller and Stationer" the statement was made that in a school children's contest Linton Brothers of Calgary, Alta, gave as a prize, school books to the value of 50 cents. This was an error as the prize was $5.00—quite a difference.

Author's Presence Increased Sales

Dr. Robert Norwood's Books Were in Great Demand While Writer Was Sojourning for a Few Days in Halifax, Nova Scotia—This Proves That Mr. Appleton's Suggestion of Having Authors at Book Stores During Canadian Week Is Well Worth Considering

In the August issue of "Bookseller and Stationer" the suggestion was advanced by F. F. Appleton that, in putting on a Canadian Authors' Book Week, it might not be a bad plan to have authors stationed at certain hours at certain book stores where they might be met by the public. This plan has been found to work out successfully in the theatres, moving picture stars being welcomed by huge crowds on their appearance in person.

It may be argued, of course, that what might work out with theatrical folk might not do at all for authors. But the visit a short time ago of Rev. Robert Norwood to Halifax, N.S., disposes of this fear. While in Halifax Dr. Norwood received the honorary degree of D.C.L. at King's College, Windsor, in recognition of his accomplishments in the field of lyric verse and poetic drama.

Tribute to Popular Author

Dr. Norwood was special speaker at the Commercial Club and gave readings at the School for the Blind in aid of the institution. He was also entertained at private salons. The interesting part of it all, though, is that the sale of Dr. Norwood's books went up considerably during his visit.

"The sale of his books received a well-merited impetus during his short visit here" was the manner in which T. C. Allen and Co., publishers, booksellers, stationers, etc., put it to "Bookseller and Sstationer."

Dr. J. D. Logan, writing in The Morning Chronicle, referred as follows to the triumph achieved by Dr. Norwood "acclaimed as the Poet Laureate of Canada:"

The impossible happened at the School for the Blind, when the auditorium from ground floor to galleries was filled with an audience that came to hear a native-born poet of Nova Scotia read his own work, and after he had formally finished was accorded a hearty and unanimous vote of thanks at a very late hour, took the poet by the cloak and compelled him to delight them with still further draughts from the wells of his poesy. As they say in dramatic views, it was "a triumph" for Dr. Robert Norwood. He came to his own people, and the people gladly heard him and acclaimed him "the poet laureate of Canada."

Greatest of Canada's Poets

W. E. Maclellan, LL. B., was chairman, and prefaced his introduction of Dr. Norwood with high words of praise telling the audience what they might expect, namely, to hear poetry that would fire the imagination and exalt the spirit, and that by the qualities or colorful imagery, verbal music, and dramatic liveliness of phrase and expression would afford proof that Dr. Norwood was to-day supreme amongst poets of Canada.

The readings by Dr. Norwood, were in the first section, prefaced by Bach's "St. Anne Fuge." played finely by Mr. J. Hollis Lindsay, and, in the second, by Saint-Saens' "Marche Religieuse," played by Mr. Alexander Lamy, both at the grand organ. A vote of thanks to Dr. Norwood, moved by Dr. Logan and seconded by Miss Nutt, was passed unanimously.

Dr. Norwood's Five Books

Dr. Norwood read selections from his five books, **"His Lady of the Sonnets," "The Witch of Endor," "The Modernists," "The Piper and the Reed," and "The Man of Kerioth"** (the latter after the formal closing.) But to call Dr. Norwood's delivery of his poetry by the name "reading" is to miss the manner and expressiveness of the readings. They were really excursions in dramatic expression, and were delivered precisely as when on occasion Booth or Irving used to enthrail select audiences privately with excerpts of Shakesperean dialogue and soliloquies, so subtly and so nobly that the auditors were transported or hushed in spirit.

Dr. Norwood, in addition prefaced each reading with most apt and pointed explanations of the poetical settings and applications to modern life, sounding high the religious meaning of poetry. So that the ensemble of introductory expositions of the themes and their spiritual applications to modern life, and the gripping dramatic delivery of the readings, which he suffused with a most human, natural and sympathetic sense of his relations to the audience as his own people, made the evening unique in beauty and humanity that there was not one person present who was not sorry that the time limits compelled Dr. Norwood to desist.

"Poet Laureate of Canada"

It is impossible to convey in words true appreciation of the quality of Dr. Norwood's poetry or the rare spiritual flavor of his readings. But it was plain that from the readings Dr. Norwood disclosed poetic genius in two species—pure lyricism and poetic drama—that show him clearly to outrank all the Canadian poets of his generation. As a word colorist he is "sui generis;" as a musician with words he is sonorous and flowing; but his forte is the dramatic envisagement of the inner behavior and springs of the soul and of the vision of the ineffable reaches of the spirit. In short, he has put Nova Scotia on the literary map of Canada and indeed of the world; for his name and work are known today and admired in Canada the United States and Great Britain.

With due regard for the genius and work of Robert Campbell, Lampman, D. C., Scott, and others, Nova Scotians may justly and proudly say that one of their fellow countrymen, Dr. Robert Norwood, is authentically by genius and performance in fine artistry and spiritual power today the Poet Laureate of Canada.

Montreal Bookseller Complains of Delayed Invoices; Favors Formation of Committee to Deal With Question

A number of important questions in which the trade is interested are on the slate for the booksellers' convention in Toronto on October 19, among them that relating to invoices not arriving with the goods.

"In my case it is not so much the express parcels that trouble me," Ernest Mountford of Mountford's Book Shop, 1017 Laurier Avenue West, Montreal, P.Q., has stated to the editor of BOOKSELLER and STATIONER, "but the wholesalers of my own city who are the offenders. It is quite time they wakened up to the fact that time is money with us as well as themselves. The goods cannot be sold until they are checked off and properly marked."

Mr. Mountford thinks a committee of the association might be formed to handle questions of this nature.

Canadian Authors' Week

NOVEMBER 19-26

This catalogue is published in anticipation of, and to promote the interests of Canadian Authors' Week—Nov. 19-26. In it will be found the latest and best books by prominent Canadian Authors—the very cream of Canadian literary accomplishment.

AUTHOR-+-PUBLISHER-+-BOOKSELLER EQUALS SUCCESS FOR CANADIAN AUTHORS' WEEK

One big nation-wide movement, with all the factions planning together, pulling together, working together to impress upon Canada the fact that Canadian products of a literary nature rank with the best of any country.

Publicity of every kind, never before heard of in the history of Canadian bookselling will take place, the daily and weekly newspapers will carry stories, the clergymen will talk wholesome Canadian books, and many advertising stunts will be carried out to help you sell more books.

In addition to all this the Special Committee has prepared a series of sales helps for you, and has already printed:

2,000 Window posters 14 by 21 inches in three colours.

6,000 Window streamers—three kinds in three colours.

10,000 Souvenir Bookmarks.

10,000 Advertising stickers.

All of these advertise the big week and by your featuring them in special displays you will link up your store with the nation-wide campaign. Write the secretary now and cash in on this big opportunity.

CANADIAN AUTHORS' WEEK COMMITTEE

FINDLAY I. WEAVER, EXECUTIVE SECRETARY

263 ADELAIDE ST. WEST TORONTO, ONT.

CANADA HONORS HER OWN

Canada can well be proud of the literary lights who have made her their own, either through birth or adoption. The great reading public has recognized their worth and formed themselves into a loyal and eager following. It is with pride that we call to your attention the following Canadian authors and their books in Popular Copyright Edition:

HENRY HERBERT KNIBBS

Jim Waring of Sonora Town.
Lost Farm Camp.
Overland Red.
The Ridin' Kid From Powder River.
Stephen March's Way.
Sundown Slim.

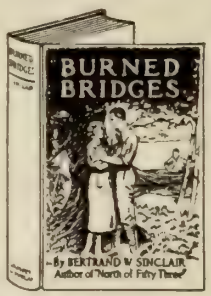


HAROLD BINDLOSS

Carmen's Messenger.
Harding of Allenwood.
Johnstone of the Border.
Partners of the Out Trail.
Prescott of Saskatchewan.

W. A. FRASER

Bulldog Carney.
The Three Sapphires.



W. SINCLAIR

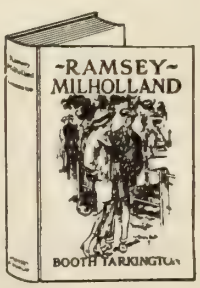
Burned Bridges.
North of 53.

RALPH KENDALL

Benton of the Royal Mounted.

Ten Big Titles of the Season

In Popular Edition



Jungle Tales of Tarzan	Edgar Rice Burroughs
The Desert of Wheat	Zane Grey
The Branding Iron	Katharine Newlin Burt
Dangerous Days	Mary Roberts Rinehart
Slippy McGee	Marie Conway Oemler
Ramsey Milholland	Booth Tarkington
Sisters	Kathleen Norris
The Tin Soldier	Temple Bailey
The Golden Snare	James Oliver Curwood
Thuvia, Maid of Mars	Edgar Rice Burroughs



GROSSET & DUNLAP, Publishers

1140 Broadway, New York City

George J. McLeod, Limited - *Selling Agents* - Toronto

McCLELLAND & STEWART'S

SPLENDID LIST OF QUICK-SELLING FALL FICTION

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Canadian Author as an Ambassador

Dr. John Stuart Thomson, Born and Educated in Montreal, P. Q., Frequently Mentioned as Preferred Candidate for Post of Next United States Minister to China— Books Have Been Published by Macmillan, Methodist Book Room and Appleton

NOT A little prominence has come recently to John Stuart Thomson, a Canadian who first saw the light of day in Montreal and whose books have been published by Toronto houses, by reason of the fact that he has been frequently mentioned as the next United States minister to China. Dr. Thomson, whose residence is now in Jersey City, was educated at the Senior School in Montreal, P.Q., Presbyterian College, and McGill University. His works on China are recognized by scholars the world over as the most informing modern publications on the Chinese Republic and the life of the people in that great domain.

Dr. Thomson's two largest books, "China Revolutionized," and "The Chinese," were published by Laurie Company, 30 New Bridge Street, London. The Macmillan Company published "Phil and Philippa of the Philipines"; "Bud and Bamboo of Canada" was published by Appelton and Company, and The Methodist Book Room published his "Estabelle," and "A Day's Song."

Has Travelled Extensively

Dr. Thomson was formerly manager at Hong Kong, China, of the Pacific Mail and Tokyo Kisen Kaisha Trans-Pacific Steamship Company's office, in which position he succeeded the Far East veteran, John Sheffield Van Buren, nephew of President Van Buren of the U.S.A.. Thomson travelled in the Far East three years; made the tropical round-the-world tour; travelled widely in the Levant, Europe, America, Canada and Latin America; is now chairman of "Gateway" magazine of Detroit and Jersey City, a labor-capital, constitutional, foreign affairs journal.

While Thomson is best known for his pro-China work, he has done a great deal for Anglo-American cultural approximation and "Americanization" on an English-speaking basis of literature and law.

Honored in Foreign Lands

Thomson's are the only modern books on China that the Chinese themselves read, translate and recommend, say the Chinese statesmen. He is probably the most popular foreigner with the Chinese, honored both by China and Belgium for his war work, Belgium conferring the honor of "Patron" of the "Belgian Order of St. John of Jerusalem," a Crusades Order now doing hospital work. Thomson's plea for Belgium in the National Magazine, Boston, August, 1915, is called by Belgium's statesmen one of the finest bits of literature evolved by the war. No less than 120,000 of his pro-China books have been sold and they have exerted an immense power for America in China. They are most lavishly illustrated books on China's famines, rich mines, trade, life, travel, relations with America, our missions and institutions there; diseases and climate, position of women and children; labor and capital conditions; superb architecture that Thomson is trying to get America to save.

Dr. Thompson's father was Francis Stuart Douglas Thomson of Dunfermline, Scotland, related to those historic families of that royal Scotch town (history in Leith "Observer," Jan. 8, 1921, page 5). His mother was a New York State-Canadian of English blood. His maternal grandfather was one of the founders of Kingston, Ont., as first Crown surseyor, laying out much of that city, and in his Crown Grant at Cataraqui lies the body of Canada's Federator, Sir John Macdonald (history in Kingston "British Whig," May 12, 1917). His most conspicuous achievement was procuring the official recognition of the Chinese republic by America. (President Sun Yat Sen published "China's thanks to Thomson" in New York "Tribune," Feb. 13, 1913, and in U.S. and China press generally.) He was probably the first manager of a SS. Co. in conservative Hong Kong to "go" to the Chinese instead of asking the Chinese to come to him; i.e., he personally visited the Chinese in their homes, hongs, clubs, etc., which idea is quite consistent with American and Scotch democratic principles.

Dr. Thomson's family served in the U.S., Canadian, British and Australian armies and suffered a high average, the most lamentable loss being his cousins, the McGowan brothers, of Renfrew, Ont., serving through all the war with the famous Princess Pat's and 38th Can. Batt., both were killed the same night in the last great battle of the war, Cambrai, Sept. 29, 1918.

The Canadian press comments that "Thomson's appointment will be equally satisfactory to Canada."

Dr. Thomson's first writing was done for the Toronto "Week" and Canadian Magazine, whose editors then were Goldwin Smith and Colonel John A. Cooper. He was then a student at McGill University.

Many national and international journals are now mentioning Dr. Thomson as the most suitable, conspicuous and popular choice for U.S. Minister to China; the man best suited to deal fairly with the great competition there between America, Canada, Great Britain, the Powers, China and Japan; above all, the man most acceptable to China.

Committee Works Hard for the Trade To Stimulate Interest in all Books

To push Children's Book Week—November 12 to 19 inclusive—and Canadian Authors' Book Week—November 19 to 26—over the hill in real style a general committee has been formed—

To supply a general program under which all booksellers, all publishers and all writers can stimulate aggressive confidence in 1921 bookselling:

To supply practical suggestions for stimulating general public interest in books, particularly Canadian books:

To suggest how to reach out and enlist the attention of various special groups of people:

To supply posters and streamers for window and counter displays and suggestions for their use:

To furnish slogans for advertising and general publicity and display:

To help realize plans for getting more of the holiday gift business for the bookseller.

A MERRY LITTLE PAIR

"When Mother was in India" by Ursula Temple (Thomas Nelson and Sons) tells of Bons and Moggins who keep their grandmother's home very lively while father and mother are away in India. They get into all sorts of mischief, and children of every age and degree will revel in the company of the merry little pair.



Here are two Canadian authors whose books are being published by McClelland and Stewart. At the left is Mary Josephine Benson, of Port Hope, Ont., and at the right is Marian Keith, whose "Little Miss Melody" is being given a conspicuous place on Fall lists.



"THE GIFT OF THE GODS"

By Pearl Foley. (Toronto: Thomas Allen) Price $2.00

A new Canadian author, whose remarkable facility with the pen promises her a brilliant future in the book world, is Miss Pearl Foley whose book, "The Gift of the Gods," (Thomas Allen, Price $2.00) is a novel possessing such natural and wholesome charm and freedom from the neurotic taint of too many best sellers, that it is sure to win its way into the hearts of the Canadian people. The plot of the story, which is woven through with the brilliant coloring, mysticism, and superstition of the Orient is unique and attractive. It is a novel of a "different" type, exceptionally well handled and told with the natural ease of a born raconteur.

The story opens in China, in the mysterious atmosphere of Oriental subtlety and ceremony, where a number of American and English people are woven into a net of intrique resulting in a series of thrilling adventures, which carry the reader from China to North America and back again and provide all the excitement of the battle of occidental wits and Eastern machinations. The plot revolves around a young English officer and the heroine, whom he meets in the "Land of Flowers"; and the fascinating romance is worked out to a climax which keeps the reader guessing up to the last dramatic scene.

The author has a happy knack of portraying her characters entirely through their actions, and, while she has taken a foreign country as her background, the dominant note is so strongly Anglo-Saxon that the appeal of the Orient is only to the aesthetic side. She has succeeded, too, in handling a tale of exciting adventures and romance in a delicate and masterly fashion which eliminates all flavor of the melodramatic. Canadians may look forward with anticipation to more such pleasurable books from, the pen of this ready writer, who is entirely Canadian, having been brought up and educated in Toronto.

GREAT CHANCE FOR THE BOOKSELLER

(Continued from page 25)

It is said, too, that the people do not have time to read, and yet almost every man and woman spends several hours each week in unprofitable conversation, or in turning over the pages of the newspaper which has already been read, or in sitting idly on the front porches, or around the fire, on the railroad train or street cars. There is hardly a man or woman in Canada who could not find time sometime during the month to read a book or two during a week. Everybody has time to read. The difficulty is they have not been taught to read—they have not learned to read.

A compaign such as that for which authors, publishers and booksellers are preparing should go far towards teaching them.



FRANK L. PACKARD

A Montreal author, whose "Pawned," (Copp-Clark Company), is having a splendid sale.

MARIE CHAPDELAINE

Translation By W. H. Blake of Louis Hemon's Story of French Canada

It is somewhat unusual for a publisher to use a note actually in a book as a sort of introduction but this is just what The MacMillan Company of Canada have done with Marie Chapdelaine ($1.50) by Louis Hemon, a very able translation having been made by W. H. Blake, author of "Brown Waters," etc. It is doubtful if a more important addition to Canadian Literature has ever been made and in his preface the author claims that it has been a labor of love for him to try to give first to English Canada and so to the world this brilliant story of French Canada. No better insight into the merits of this remarkable French classic can be given than is contained in the following note by the publishers:—

"The Macmillans in Canada account it a high privilege to sponsor the very able translation by W. H. Blake of Marie Chapdelaine. It is not too much to say that Louis Hemon's intimate view of the moods and manners and moments of the dwellers in French Canada is indeed as immortelle flowering in the somewhat straggling garden of Canadian literature. It may well be that Marie Chapdelaine will take its place in the undulating landscape of the literature of all time beside such classic stories as "The Vicar of Wakefield" and "Paul et Virginie." Such a place is its by right of the sheer genius of its author. The Canadians do well proudly to acknowledge the debt which in the name of the little that is yet permanent in our literature, we owe to French Canadian workmanship, and to no one more than to Louis Hemon. Mr. Blake's was peculiarly the habit of mind and the lucidity and beauty of literary style to essay the task of acquainting the English speaking Canada with this treasury of French Canadian life and lore. Had Louis Hemon lived he would have shared the appreciation all of us must feel of this translator's extraordinary fidelity to the spirit of the page of the distinguished creator."

NEW TO FIELD OF FICTION

G. Murray Atkin Author of "The New World" Is A Canadian

G. Murray Atkin who may be remembered as a poetess—a book of her poems having been published a few years ago—is perhaps the latest Canadian to bloom forth as a novelist. Miss Atkin in her latest work, "The New World" (Thomas Y. Crowell Company, $1.75 net) sets herself resolutely against the action type of novel—that wherein interest only is maintained by the sweep of events—and makes the portrayal of character her chief consideration. Keen insight, subtle philosophy and a very definite charm characterize "The New World" which shows how a great but hopeless love and the urge of a Great War unite to shake a man out of his lethargy and make of him the force he was meant to be. Dante Ricci, the hero, is pictured as a misfit at school and in the business world, also. The World War, though, gives Dante his chance. No longer a dreamer he returns from the front to take his seat in the House of Commons at Ottawa dreaming only of devoting his life to the establishment of "a new world" of fewer contrary tendencies, of less pitiful antagonisms, where the problems of men and women, man and man, and state and state are settled with a determining factor for the good of all. The author shows throughout the entire book that she knows Canada —not from heresay or reading but from intimate contact and close associations.

By all lovers of true literature this book should be equally appreciated, i for no other reason than that it goes a good deal deeper than most novels.



ARCHIE MCKECHNIE

A well-known Canadian author, whose "A Son of Courage" was published recently by Thomas Allen, Toronto.

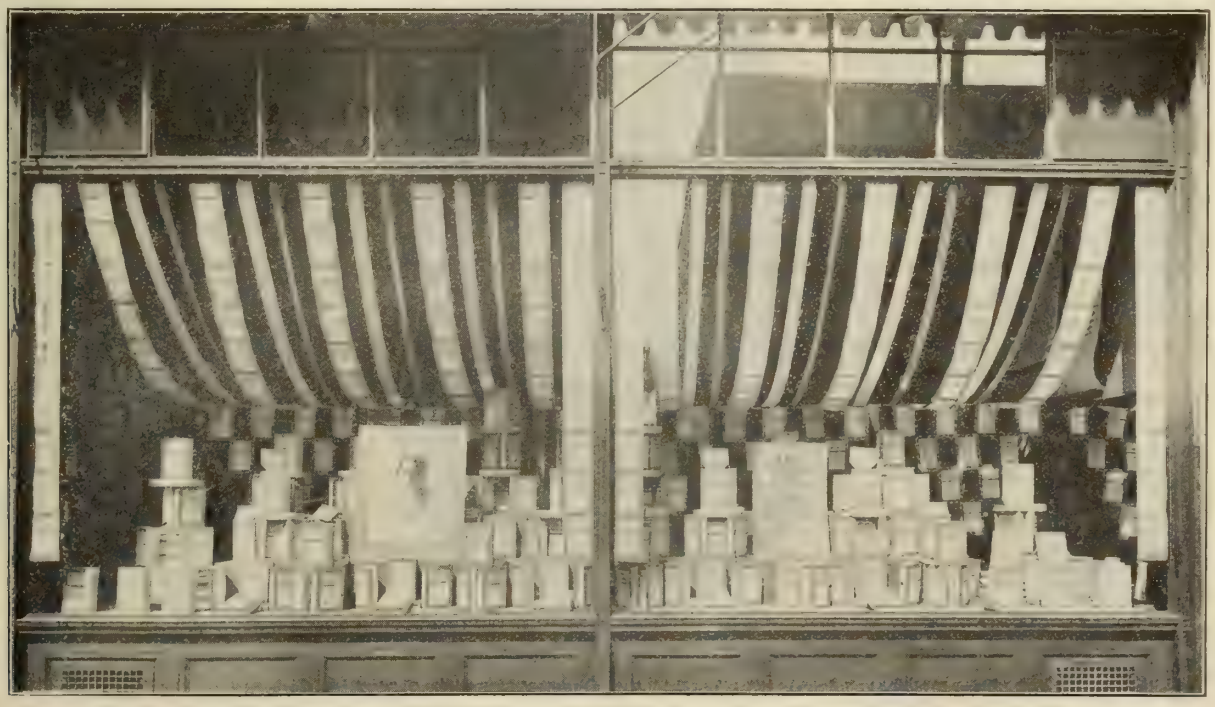
AGNES LAUT ON CANADA

There has been a great call upon Miss Agnes Laut to embody in book form something of the matter she has been delivering across the footlights to some eighty odd audiences in the West this spring and summer, and the Macmillans in Canada are publishing "Canada at the Cross Roads," in which Miss Laut pleads for a sane Canada; a whole Canada, and a strong Canada, facing boldly the problems of these vital years.

IN BRITISH COLUMBIA'S WILDS

Edison Marshal Gives Magnificent Portrayal of Far Western Forests

A magnificent portrayal of the forest wilds, presenting a stirring narrative calculated to appeal to red-blooded men and romantic-loving women, is given by Edison Marshall in "The Snowshoe Trail" (The Ryerson Press, $2.) Although not a Canadian, Mr. Marshall knows Canada, particularly its boundless West. The scenes of this vivid story are laid in the forest wilds of British Columbia, in a land of primitive emotions where justice is simple and revenge remorseless. Bill Bronson, guide, trapper and woodsman, is a hero no reader would find it hard to idealize. To the region where Bill—big, muscular, manly and uncouth—made his camping ground, comes Virginia Tremont, a girl from the city, in search of her missing fiance. Bronson is hired as guide for a month's trip in the wilderness. But winter comes prematurely and the search turns quickly into a fight for life against the forces of nature. Other human invaders of the great silences complicate the situation and thrilling adventures with bad men follow. Nor is the storm-bound party missed by the ferocious beasts of the "snowshoe trail." One danger is warded off only to come face to face with another; from one perilous situation the party is extricated only to find itself grappling with further perils. And so the story goes on from first page to last. A narrative with strong situations, pulse-quickening adventures and an appealing love interest, "The Snowshoe Trail" is a story that will not soon be forgotten.



Heralding "Purple Springs" (Thomas Allen) as "A Big Canadian Novel," and placing a large photograph of Nellie McClung, the author, opposite the card, the Upper Canada Tract Society, Richmond Street, Toronto, was responsible recently for the above striking display of the Western author's latest.

MASTERPIECES OF THRILLS

Frank L. Packard Tells Story of Love and Sacrifice and Villainy.

It is doubtful if Frank L. Packard has ever written a brighter, more thrilling novel than "Pawned" (Copp, Clark Company, Price $2.) which might almost be termed the story of a fight between pure love and fiendish villainy. Certainly no more crafty or more cruel villain has ever been sketched than Dr. Crang. John Bruce is a hero such as is to be to found in many novels, but the other characters are different. Paul Veniza, for example, differs from other pawnbrokers of fact and fiction inasmuch as he is "tall, grave, kindly, almost aesthetic in appearance." Claire, the adopted daughter is all that is sweet and lovable in a woman while Hawkins—dirty, drunken Hawkins, and the real father of the girl—is a noble old soul, self-sacrificing and sincere but victim of a craving which he could never overcome. "Pawned" is a tale of adventure by sea and land and one, too, that would be hard to beat. Mr. Packard did excellent work in "The White Moll," "Adventures of Jimmy Dale," and "The Miracle Man," but he was never better than in this narrative of "pawned people," which tells of the girl promising to marry the fiendish Crang, whom she loathes, in repayment to him for saving, with his medical skill, the life of John Bruce, reclaimed gambler; of Bruce's fight to save the girl from a living death; and of the old drunken cabby's sacrifice which in its own way was equal to any ever made by knight in chivalry's cause. Canadians have good reason to be proud of this Montreal writer, whose works rank with the best of modern fiction.

KINGSTON AS A BACKGROUND

"Miriam of Queen's" Is a Real Canadian Story of Canadian People.

From cover to cover "Miriam of Queen's" (McClelland and Stewart) is Canadian. The spirit of young Canada permeates the book and throughout it Lillian Vaux MacKinnon shows that Canadian authors need not go far afield for scenes, incidents and people about which to write. There is a charm and appeal of a quaint town and a real family in this story of the Danvers and of the girl who made her dream come true. Kingston, with its college and its student activities, its quiet social life, is like some picture in brilliant colors. Ontario's famous old "Limestone City," in all its quiet grandeur, is truthfully presented. The "enticing stone buildings" of Queen's are sketched with a realistic pen; the Latin class will bring back memories to Queen's Old Boys and Girls; and the reader can almost imagine himself taking in the Freshmen's reception—back with "the gallant Freshmen supporting radiant Freshettes, grey-haired professors escorting their wives's cousins, eminent divinities with sober, senior girls in the inevitable waists." So much "atmosphere." In presenting her heroine the author has been equally successful for Miriam Campbell, delightfully simple and genuine in her tastes, is a real girl. Finding her family very worldly and ambitious she determines to make her own life. Filled with adventure and the youthful zest for all that life offers are her years at Queen's, the reader following always with eager interest her career at the famous old institution.



LEROY SCOTT

Author of "A Daughter of Two Worlds," and "Children of the Whirlwind," the latter being on Thomas Allen's Fall list.



W. A. FRASER,

A Nova Scotian, now residing in Toronto, whose "Red Meekins" has just been published by McClelland and Stewart.

W. A. FRASER AT HIS BEST

Author of "Bulldog Carney," "Mooswa," Etc., Now Offers "Red Meekins."

Famous from the Klondike to Mexico —staker of the Pink Eye Mine and the Spotted Dog—practical, rough and ready and unbribable. Such a man is the hero of W. A. Fraser's latest novel, "Red Meekins." (McClelland and Stewart, $2), a story of prospecting in the north. A Canadian to the core, W. A. Fraser has produced here a book that is a hundred per cent. Canadian—not alone because Toronto, Montreal and Haileybury are mentioned but because the atmosphere of these places is not lacking. It is a book that should find a ready sale during Canadian Book Week, for there is a genuine whiff of balsam about the rugged figure of Red Meekins, balsam mixed with the acrid odors of smoke and frying bear steak. Gold sticks invitingly out of the ground in the rough, thickly-forested regions of the north and the search for it is realistically described. The adventures of the prospectors are as amusing as they are astonishing while a true picture is drawn of the men who lie and murder and risk death from starvation and exhaustion to be millionaires for a day in a land where there is nothing to buy. Men of genuine, crude humor they are with a childlike outlook and an unshakeable philosophy that no other life can breed. Red Meekins is a character well calculated to strike the fancy of the reader who is sure to rejoice with the old prospector in his chance discovery of the mysterious Lost Mine. It is a book every true Canadian will enjoy.

FOR LOVERS OF FLOWERS

"Come Into The Garden" Contains a Wealth of Highly Valuable Information

Many books have been written about gardens but not in a long time has there been offered to the public as excellent a treatise on this subject as is contained in Grace Tabor's "Come Into The Garden" (The MacMillan Company, Price $3.) As a rule, books of this nature are of use only to those having large grounds and unlimited means. Miss Tabor's volume, though, is different. She writes rather for those who have only a few feet of land at their disposal but who wish to make the most of their opportunities. After a few remarks on the garden's place in civilization Miss Tabor attacks the practical side of her problem and discusses the position and plan of the house in its relation to the garden, the designing of the garden boundaries and boundary treatment, walks, paths and entrances, planting and maintenance. Trees, evergreens, shrubbery, vines and roses come in for consideration in the second part of the text, as do also the vegetable garden, the rock garden, the wild garden, water features and water flowers.

L. M. MacKinnon and Robert Watson Make Their Homes in the Great West

One of the new names in the list of Canadian authors this Fall is that of Lilian Vaux MacKinnon (Mrs Murdock MacKinnon) of Regina. Her novel "Miriam of Queen's," (McClelland and Stewart) is almost Dominion-wide in its scope, the scenes extending from the countryside of Cape Breton to the cities of eastern, middle, and western Canada. Miriam Campbell, the heroine, is a young girl, eager, unspoiled, and of independent character.

The story is one of swiftly moving action, love and mystery combined, with a splendid picture of Queen's University life, the author herself being a graduate and for some time a resident of the university city. Although this is her first novel, Mrs. MacKinnon has already had a very successful career in the literary field.

Robert Watson, whose new novel "The Spoilers of the Valley" has just been published by McClelland & Stewart, was born and educated in the city of Glasgow, Scotland. He is an accountant by profession and was, for a number of years, engaged in the shipping trade in that great seaport city.

Fourteen years ago, he succumbed to the lure of the West and migrated to Canada, a young man in his early twenties. He spent 10 years around Vancouver and the Pacific seaboard. Four years ago, he became identified with the Hudson's Bay Company and was sent by them to fill an executive position in their Vernon Branch in the Okanagan Valley.

Well known, at one time, as a racing athlete in the West of Scotland, a winner of many trophies in the field of sport and gifted with a vigorous constitution, he has always been a lover of the open spaces and the wilds; fishing and hunting and camping whenever a holiday affords him the opportunity.

Mr. Watson broke into the Canadian literary field in 1918 with his romantic novel of the Pacific Coast, "My Brave and Gallant Gentleman," which made an immediate hit with the reading public and very soon ran into several editions. This story has been twice serialised and is now in reprint in the United States and in Canada. His second book (1919) "The Girl of O. K. Valley," met with a like success. Last year, his "Stronger Than His Sea" was published and it struck a new vein for humor and entertainment.

A CREDIT TO ONTARIO

Marian Keith Spent Her Early Years Near Orillia

Rugby, Ontario, a little village a few miles from Orillia in the township of Oro, Simcoe County, was the early home of "Marian Keith" (Esther Miller). The author was educated at Orillia Collegiate Institute and for several years taught school in that town. Her pen-name is said to be a combination of the names of a favorite niece and a favorite nephew. She is now Mrs. (Rev.) D. C. Macgregor of London, Ontario.

In her latest book "Little Miss Melody" (McClelland and Stewart) she has created a bright, unique, and original new child character. The setting of the story—the village of Cherry Hill—may possibly be the Glenora community of a somewhat later period than the early Glenora stories.

In Marian Keith's earliest book, "Duncan Polite," the outstanding characters are the courteous and pious old Highlander from whom the book is named, and the active young minister, John McAlpine; in "Silver Maple" Archie Monteith, the teacher, figures in the leading events; "Treasure Valley" takes the young doctor as its leading character, "Lisbeth of the Dale" is a tale of the Gordon family, particularly of the somewhat erratic Elizabeth; "At the End of the Rainbow" is a splendid sketch of an Ontario town; "In Orchard Glen" sketches the career of a "Home" boy who wins to success.





Two Westeners who are in the front rank of Canadian authors. At the top is Robert Watson, of Vernon, B.C., author of "The Spoilers of the Valley," and below is Robert Allison Hood, of Vancouver, B.C., author of "The Quest of Alistair." Both books are published by McClelland and Stewart.

CONTROVERSY IS ON

Several Credited With Authorship of "The Masques of Ottawa"

The publication by the Macmillans in Canada of "The Masques of Ottawa" seems already to have aroused a storm of controversy. The sketches, which number twenty-four, of outstanding men in Canadian public life during the past five years or so, are, like the sketches in "The Mirrors of Downing Street," remarkable for their cynical presentment of a stated case in the way of a summing up of the success or failure of the subject under review. In effect, of course, "The Masques of Ottawa" is a Canadian "Mirrors of Downing Street."

The announcement by the Prime Minister of a Federal election seems to have given added piquancy to the publication just at this time of a book as iconoclastic and bitter, though as manly and wise as is "The Masques of Ottawa." Suddenly, Canadians are again beginning to think politically.

The authorship has been variously ascribed to Harry Gadsby, J. K. Munro, Arthur Hawkes, Augustus Bridle, J. W. Dafoe, Grattan O'Leary, and others. So far the publishers have made no denial except in one case. They have definitely stated that "The Masques of Ottawa" is not the work of Arthur Hawkes. They add the rider, however, that the guess of Arthur Hawkes as author is no more and no less wild than those other names already tacked on to "The Masques of Ottawa."

IN THE SCOTCH DIALECT

Joseph Laing Waugh's "Betty Grier" Is Charming Tale of Simple Soul

Lovers of a simple but fascinating tale will find something well to their liking in "Betty Grier" by Joseph Laing Waugh (W. and R. Chambers). The author writes of Betty, "the old nurse," in a manner calculated to break down barriers and bring reader and heroine into close contact. Betty is a true Scotchwoman and one of the most lovable old souls imaginable. With her quaint old bonnet, her Paisley shawl and her broad Scotch accent Betty is presented as one of the "granny type" of women so dear to children. Mr. Waugh's characters are remarkably true to life and the story itself is distinctly entertaining. It should make a strong appeal to denizens of Scotch settlements particularly.







Three Canadian authors whose books are on F. D. Goodchild Company's Fall lists, are, (reading down), John F. Herbin, author of "Jen of the Marshes," born in Windsor, N.S.; R. W. McNell, author of "Beating the Stock Market," and His Honor John Louis Carleton, author of "Medieval Men," born in St. John, N.B., now County Court Judge in his native province.

SIX WRITERS WHOSE WORKS ARE POPULAR

FROM ONTARIO AND THE MARITIMES COMES A BRILLIANT LITTLE SQUAD

Mrs. J. G. Sime, Montreal, P. Q., Miss Chown of Kingston, N.B., Miss Agnes E. E. Wetherald, an Ontarian by birth; Judge J. L. Carleton of St. John, N.B.; R. W. McNell, now Financial Editor of The Boston Herald; and John F. Herbin, a native of Windsor, N. S., are Canadians whose works are being put forward by the F. D. Goodchild Company for Canadian Authors' Week .

Mrs. J. G. Sime, author of "Our Little Life," was royally entertained last week in Toronto when she came up from Montreal to address the Women's Canadian Club and other organizations. As a seemingly inspired interpreter of womanhood the author Mrs. Sime has already made an unique place for herself among Canadian writers.

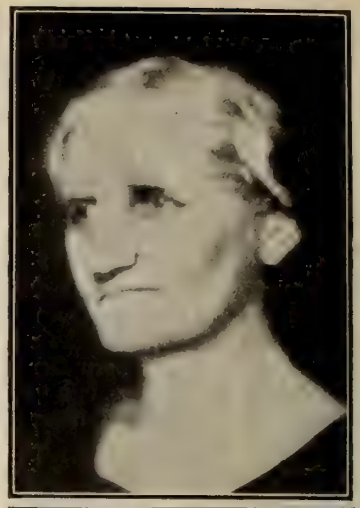
R. W. McNeel is a Canadian now resident in the U. S. A. whose "Beating the Stock Market" has met with a splendid reception.

John Frederic Herbin, author of "Jen of the Marshes," was born in Windsor, N. S., on Feb. 8, 1860 and educated at Acadia College, Wolfville, N. B. being Mayor of that city for some time.

Miss Agnes Ethel Ethelwyn Wetherald author of "Free Top Morning," and other poems, was born in Rockwood, Ont. She was for a time under the nom de plume of "Belle Thistlewaite," on the Women's Department of the Toronto Globe.

His Honor John Louis Carleton, author of "National Men," was born in St. John, N. B., on Oct. 1, 1861, and appointed Judge of the County Court for Charlotte, Victoria, and Nadawaska, N. B., Feb. 26, 1904; author of "More Sinned Against Than Sinning" and other plays which have been produced in St. John; unsuccessfully contested St. John City in the Liberal interest in 1892; defeated in convention for House of Commons; referred to as "one of the most eloquent and forceful of the speakers in the Maritime Provinces."

Discontinues Business—Archibald B. Cummings, dealer in tobacco and stationery, Toronto, Ont., has discontinued business.







Three of Canada's successful women writers whose books are on the Fall list of the F. D. Goodchild Company. Reading down, they are, Miss Chown of Kingston, N.B., author of "The Stairway"; Miss Agnes E. E. Wetherald, who was born in Rockwood, Ont., and Mrs. J. G. Sime, Montreal, P.Q., who addressed the Women's Canadian Club in Toronto last week.

Do Books Grow Old?

In a recent interview on the question of re-printing old books, B. W. Huebsch, the New York publisher, called attention to the fact that a book, no matter how old, is newly born for each fresh reader.

"Provided it has an essential life of its own," Mr. Huebsch said, "the viability of a book is perpetual. Clarissa Harlowe, for example, or any eighteenth century novel, is a brand new book as far as each new generation is concerned."



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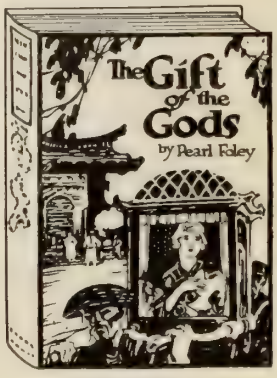
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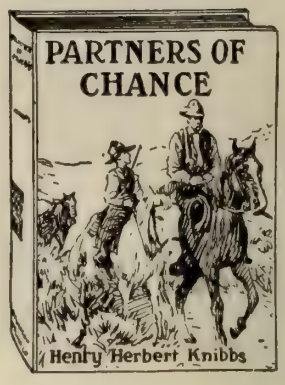
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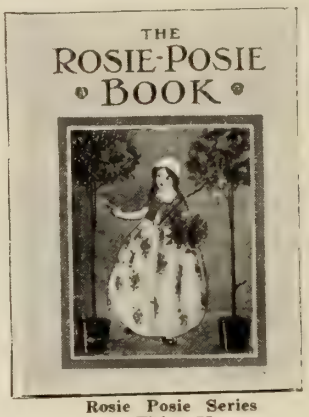
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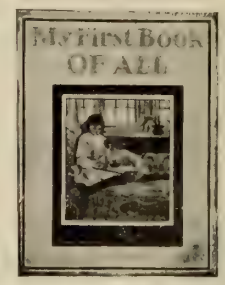
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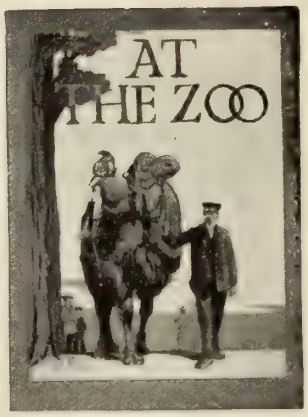
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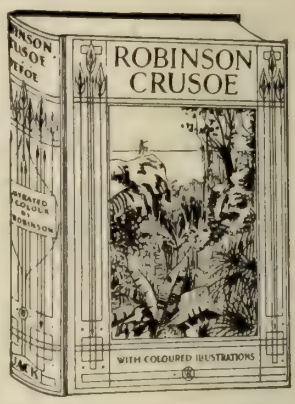
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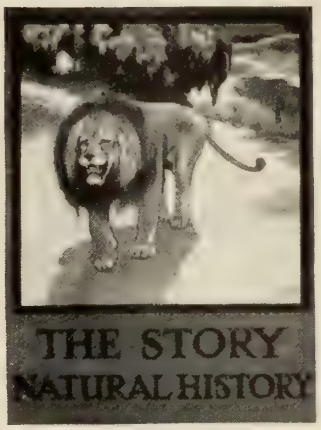
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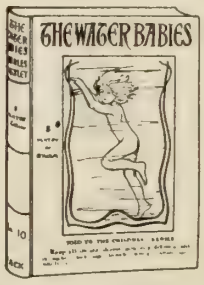
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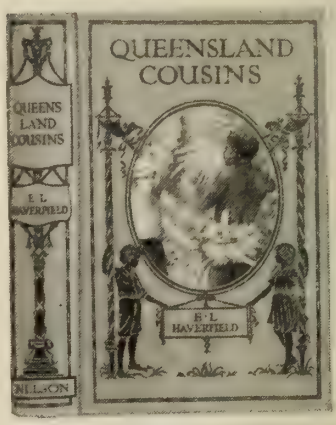
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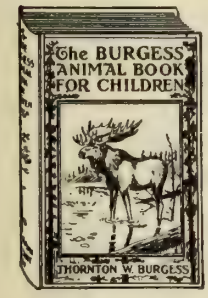
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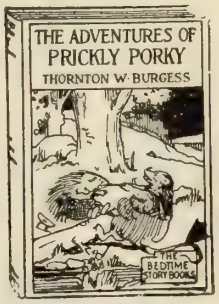
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Stories of Famous Women.

Cecil Aldin's Animal Books.
Each book containing 12 plates in colour Picture Boards, $1.25.
The Bob-Tail Puppy Book.
The Farmyard Puppy Book.
The Mongrel Puppy Book.
The White Puppy Book.

The Oxford Annuals.

Herbert Strang's Annual.
Stories by popular authors; articles on topical subjects; six plates in colour; many other illustrations, $2.00.

Mrs. Strang's for Girls.
Stories and articles by the leading girls' writers of the day; six plates in colour; and many other illustrations, $2.00.

The Oxford Annual for Scouts.
Entirely new and original matter; articles on all subjects appealing to Scouts, and stories by popular authors. Illustrated in colour and black and white, $2.00.

Mrs. Strang's Annual for Children.
Entirely new matter; 8 colour plates and many black and white illustrations, $1.75.

The Tiny Folks' Annual.
Eight plates in colour, and many black and white illustrations, $1.65.

Mrs. Strang's Annual for Baby.
Twelve plates in colour, simple words. Mounted on boards, $1.50.

Doubleday Page & Co.
Country Life Press
Garden City, N. Y.

S. B. GUNDY 25 Richmond St. West Toronto, Canada
OXFORD UNIVERSITY PRESS

Do You Read These Advertisements?

Every advertisement in this magazine is worth reading. It is the product of some concern that is using a modern method of making sales, viz., technical paper advertising, in order to present most effectively to you the leading features of its line.

These advertisers are making it easier for you to buy intelligently with the least waste of your time and theirs. They realize that a sales force can not replace this service at equal cost. They know that advertising is good business, for the manufacturer who does not advertise cannot save the cost of advertising. Consistent advertisers are progressive merchandisers. They are saving your money and their own; and it pays to do business with them.

Don't miss your opportunities. These advertisements are interesting. Many are distinctly instructive, and a glance through them every month will keep you posted on the latest developments for power house equipment.

Some Charming Juveniles by the Best Authors

Little Friends In Feathers

By Inez N. McFee ($2.50)

Every lover of the woods and fields will at once make friends with this friendly book. It is a popular introduction to our bird neighbors, with careful descriptions, stories and pictures, but all couched in an easy, story-telling vein. Profusely illustrated in color and half tone.

Corner House Girls Series

The Corner House Girls Among the Gypsies

By Grace Brooks Hill ($1.00)

The "Corner House Girls" is one of the most widely popular series that we have ever published. The tenth book. For girls from 8 to 14.

Mary Jane Series

Mary Jane In New England

By Clara Ingram Judson (75 cents)

Carries this series of books for little girls up to the sixth title. Each is a separate story in itself and will win for Mary Jane many friends.

Sunny Boy Series

Sunny Boy In School and Out

By Ramy Allison White (75 cents)

The fourth book of a jolly series of stories for boys between 5 and 9.

Bobby Blake Series

Bobby Blake on the School Eleven

By Frank A. Warner ($1.00)

Bobby Blake continues his adventures in this the ninth book of a continuously sucessful series for boys from 8 to 14.

Kneetime Animal Stories

Shaggo, the Mighty Buffalo

By Richard Barnum (75 cents)

Books with animal heroes are always welcome with younger boys and girls. The sixteenth title of a successful series.

Big League Series

The Man On First

By Burt L. Standish (75 cents)

This popular series by a man who was a League manager and knows the baseball game inside out—as well as how to tell a ripping yarn—now comprises eleven titles.

NEWARK, N. J. **BARSE & HOPKINS** NEW YORK, N. Y.

Children's Book Week--November 12

Indications are that Kiddies' Books will be in Big Demand in Canada this Fall—Publishers and Booksellers Co-operating in Effort to Break Records During Special Week Next Month—What Experiences of Previous Years Have Shown

CHILDREN'S Book Week—November 12 to November 19.

Unless all signs fail, there are going to be oodles of kiddies books sold in Canada this Fall.

Never before has the trade got behind a campaign with the same spirit as that now under way with a view to making Children's Book Week a glorious success.

Publishers and booksellers are putting their whole hearts into this campaign and there is no doubt but that the week of November 12 to November 19 will be a record-breaker.

Promises to Be Big Affair

Children's Book Week in the United States has shown that the bookstore can take an increasingly important place in the cultural aspects of a community and that there are numbers of people who will interest themselves in the cause of books, providing this is presented in the right way.

What is more, Children's Book Week has demonstrated that there are throughout the country hundreds of retailers ready to take advantage of sound bookselling ideas and develop locally the general suggestions embodied in such a campaign.

There is every promise that Children's Book Week in Canada this year will be a big affair. It is admitted that the only way to teach children to read is to supply them with lots of books. Put hundreds of good books into the hands or within reach of the kiddies and watch how the youngsters' interest in juvenile books will be increased. This is just what is expected of Children's Week. That is why the booksellers of the country are being asked to boost, through displays and in every possible manner, the sales of children's books from November 12 to 19.

A successful bookseller whose suggestions on profitable book merchandising are well worth taking in, John T. Hotchkiss, manager of the book department of the J. K. Gill Company, Portland, Oregon, delivered an intensely interesting address at the recent annual meeting of the Pacific Northwest Stationers' Association. Discussing Children's Book Week plans (which might provide valuable ideas for the Canadian campaign) Mr. Hotchkiss said:

Cultivate Juvenile Bodies

The head of the children's department of the Portland Public Library gave book talks in the schools, and arranged with the teachers to have every child in Portland read a book during the week. She also gave talks before various organizations in the city and had the children give book tableaux and book reviews in the auditorium of the main library.

Our juvenile department woman, supplementing the good work of the library also addressed parent-teacher circles and other organizations on children's reading.

It is a good idea for the bookseller to cultivate women's clubs, Boy Scout leaders and executives, Girl Reserve and Camp Fire Girl leaders, and let them know he is actively interested in the work they are doing, and to enlist their aid and support in his work of distributing good books.

During National Boy Scout Week the J. K. Gill Company arranged for a demonstration of some of the phases of



Here is a suggestion for a window display of Children's Books. The card states plainly the price of the books, which, it will be noted, are "For the Youngsters, from 3 to 8 years of age."

This illustration, presented through courtesy of Grosset and Dunlap, is timely for Children's Week. A display of this nature would be sure to stop passers-by and also increase sales.

Boy Scout activities in the most prominent windows of the store. The entire juvenile department was transformed by the liberal use of Douglas fir into a forest, through which trails led to various tables and booths in charge of the Boy Scouts. It is almost needless to say that book sales took a decided jump through the friendly and enthusiastic interest of the boys and their leaders in these displays.

Get Clergymen Interested

Enlist the interest and support of the clergymen. This is not difficult, for although a book business is a private enterprise, capable of developing a highly profitable financial return to the owner, it is also a public enterprise, giving larger returns to the vital life of the community.

It is an excellent plan to bring especially good books to the personal attention of the minister, and to allow him to read them for review purposes. If he approves a book or an idea embodying an ideal, he will in all likelihood speak of it to hundreds of people, and perhaps from the pulpit—and what is equally valuable, you will have his active support. For instance, on the Sunday preceding Children's Book Week of last year five sermons dealing with children's reading were preached in Portland.

The school teacher is another friend whose aid may be counted on. Their work co-ordinates, and a live bookseller can make the co-ordination more apparent by instituting contests hinging upon the teacher's work with the children and centering in his juvenile department. The bookseller will find this profitable.

Giving a show window to Boy Scouts, Camp Fire Girls, parent-teacher circles or civic clubs, may be called advertising. It certainly has big advertising potentialities and sometimes yields better returns than newspaper advertising and at much less cost.

Loaned Books to Librarians

In Tacoma alone it was noticed that thousands of essays on "My Favorite Book and Why I Like it" were submitted during Children's Book Week last year, and that one librarian addressed sixteen meetings of parent-teacher circles and other groups on various phases of children's reading.

The co-operation between the library and the Portland booksellers is very close in every way. The J. K. Gill Company loaned special displays of books to the branch libraries at Christmas and during Children's Book Week, and during both occasions a librarian asisted in our Boy's and Girl's Own Book Shop.

Dickens' Papers Come High—Charles Sessler, of Philadelphia, rare book dealer, purchased at Sotheby's, in London, Eng., the first copy issued of the first edition of Dickens' "Pickwick Papers" for £910. This book in Dickens' time sold for $5.

Dealers' Ideas For "Drive" On Canadian Books

Ritchie's Book Store, Ottawa, Ont.:—"I have not yet developed a very extensive book trade, but I am prepared to do what I can towards making Canadian Book Week a Success."—Ritchie Vechsler.

* * *

T. B. George and Co., Ottawa, Ont.:—"I feel that the public should be better acquainted with Canadian literature, and, therefore, shall be glad to be of some assistance in boosting the matter along."—T. B. George.

* * *

Thorburn and Abbott, Ottawa, Ont.—"We have given the matter some consideration and have come to the conclusion that it is a first class proposition. It will surely be to the interest of every bookseller in Canada to fall in line with the proposal and make it a point of boosting books by Canadian authors in every conceivable manner during that week" —C. N. Thorburn.

* * *

E. G. Nelson Co., St. John, N.B.,:—"The idea of Canadian Authors' Book Week is a splendid one and we will do what we can to help the good work along. The people do not ask for the works of Canadian authors as much as they might. Of course in some we sell right out. But, for the most part, the public seems to be a trifle backward in wanting Canadian books."—J. E. Secord

* * *

James Hope and Sons, Ottawa, Ont.: "We will be pleased to lend our support to this movement. There is nobody who would be happier to lend a hand in developing Canadian literature than myself. I have a good window, probably one of the most popular in Ottawa, and I am prepared to use it to the fullest extent in putting this stunt across. There is no doubt but that all the reading public needs is a little encouragement to get it into the habit of reading books and stories by Canadian authors, and I believe that a little propaganda work such as this would help a great deal."—James Hope.

"TREASURIES" FOR JUVENILES

Books that should find a ready sale during Children's Week are those containing stories told in simple, engaging style—stories that centre upon legend and the wonderful in life. Three such books, each marked at seventy-five cents net, are "A Treasury of Flower Stories," "A Treasury of Myths," and "A Treasury of Indian Tales" (Thomas Y. Crowell Company). Delightfully illustrated and attractively bound, these little volumes are just the kind that appeal to children. In "A Treasury of Flower Stories" many interesting details are given about the actual plants and blossoms while interwoven with these is a rich vein of poetry and legendary lore. For instance, the origin of the narcissus is given, the secret of the Christmas Rose explained, the coming of the waterlily outlined, etc. To children who love flowers these stories should prove a fascination as well as a simple lesson in botany. "A Treasury of Myths" is a veritable mine of folklore and legend, handed down from the days when the story-teller who wandered from town to town was a most important personage. There are tales of Thor and his wonderful hammer; of Balder and his untimely end; of Phaeton who came to grief in his endeavor to drive the chariot of the sun; and a number of others of just as compelling interest. Clara K. Bayliss in a Treasury of Indian Tales," offers many of the choicest and most representative bits of Indian tales and legends, some of which were secured directly from the red men by the author. Unsurpassed for color and realism by even the tales of Norse, Greek and Roman mythology, these stories are told in simple language reflecting closely the Indian's own style. They are the kind in which kiddies delight.

A DISCUSSION ON DREAMS

Their Attractiveness and Their Fascination

Written with a view to showing something of the attractiveness of the study of dreams, and to remind readers of the measure that is added by dreams to the sum of life's happiness, "Studies in Dreams" (Macmillan, $2.40), by Mrs. H. O. Arnold-Forster is undoubtedly a novel contribution to the studies of the problems about dreams. There is a foreword by Morton Prince, M. D., L. L. D., who points out that Mrs. Forster's accurate recording of observations accurately made is the basis of science and requires the development and possession of no common talent—her observations being, to his mind, of much more scientific value than a number of inadequate theories based upon only a selected or limited group of facts. The pages of this interesting little volume are rich in sound comments and discussions of recorded phenomena. Dreams, the author states, may not only exhibit orderly imagination and reasoning and memory and other qualities of the mind but all these may be highly constructive, ingeniously inventive and produce imaginings or romances comparable in structure and sequence of ideas to stories of fiction or real life evolved by the same waking mind. The author delights in her dream life and finds recreation therein after the cares of the day. The plea made in the book is that people should learn to watch and record accurately their dream experiences just as Mrs. Forster has done. Certainly her book shows it to be a fascinating study.

A SERIES OF MONOLOGUES

Mary Moncure Parker's "Jolly Monologues" are up to the Minute

Wholly original and sufficiently varied in character and sentiment to enable the reader to make up a well-rounded programme in which high comedy mingles with farce and pathos in a manner suitable for all occasions is Mary Moncure Parker's book of "Jolly Monologues" (T. S. Denison and Company, price $1.25). The book contains twenty-eight monologues and all shades of sentiment are represented, all varieties of talent and a number of diverse characters sketched. The matter is fresh and original and just the thing for use at public or private entertainments. The print is clear, the paper good and the cover design and the whole get-up distinctly attractive.

WITH FUR-BEARING SEALS

Information Delightfully Presented in "The Story of Matka."

"The Story of Matka" by David Starr Jordan (World Book Company, $1.00), is a quaint and moving romance of the fur-bearing seals of the Bering Sea. In the hands of a master stylist such as Dr. Jordan, the tale of seal life is unfolded in a series of intimate and accurate pictures that will ever endear the "silken haired ones" to youthful readers. The little wars and the wooings, the young adventures, and the dark tragedies that may take place in the life of a fur-bearing seal are vividly pictured; and while Dr. Jordan admits that the conversations recorded may be fanciful, there is no doubt as to the scientific accuracy of the facts embodied in this story. It is undoubtedly a mine of delightful information about the valuable and unfamiliar denizens of the northern seas. The little volume is adequately illustrated by photographs as well as original drawings by Chloe Leslie Starks.

THE CHOICE OF A CAREER

Orison Swett Marden Offers Suggestions For Mapping Out One's Life Work

"Choosing a Career" by Orison Swett Marden (Thomas Y. Crowell Company, $2. net) is a book which booksellers might well recommend to school boys undecided as to what path to follow in life and also to all who are seeking to better their positions. As a general rule, children put in their school days with no definite aim as to what they shall do after they graduate. Frequently they drop into a position and "hold it down" for years only to find that they could have done much better in another sphere. This indicates that the matter of choosing a career is generally a hit-and-miss affair. In "Choosing a Career," though, Dr. Marden gives valuable pointers. The influence of environment is shown, and considerable attention paid to the relation of self-improvement to one's career. Growth, not wealth, is recommended as the goal and after dealing in a general way with the making of the all-important decision the last part of the book gives suggestions as to possible careers. A "success specialist," Dr. Marden has written a book which sums up the net results of years of study and experience. It is divided into two parts: first, "The Choice of a Life Calling," and second, "Suggestions as to Possible Careers." The first part discusses the qualities which make for leadership; the second, the chances for success in specified callings, such as farming, carpentry, plumbing, machine-shop work, clerical work, sales work, banking, and the various professions. He has frequently drawn upon the experience of those directly connected with some branch of work, in discussing it.

AN INSIGHT IN STARDOM

Gaylord Johnson's "The Star People" Is Especially Good For Children

Especially good for children from six to fourteen years of age but interesting, too, to older persons is "The Star People," a natty little book by Gaylord Johnson (The Macmillan Company, $1.50). The book is illustrated generously with drawings on sand and blackboard by "Uncle Henry and the Society of Star-Gazers" and, in addition, contains maps of the heavens for each season, from which by following the instructions given, the reader may find the star or constellation sought. Certainly there are great opportunities for fun in the book. The stories and verses, presented in simple manner, are the kind the chidren enjoy, and so thoroughly has the author done his work, that those who make a hobby of star gazing will find much here to hold their attention.

GOOD BOOKS FOR GIRLS

The Outdoor Girls' Series by Laura Lee Hope (Grosset and Dunlap) is a new and entertaining series of books dealing with the camp life and adventures of a party of bright, interesting girls, their motor boat trips, and their visit to a haunted mansion.

"Just Before the Sand Man Comes"

Publishers are not neglectful of their obligations in bringing Children's Book Week to the attention of the public. This is one of the illustrations being used by Rand and McNally to help along the campaign.



Illustrations such as this tend to impress the public with the importance of Children's Book Week. The object of all interested in the campaign should be to get as many books as possible in the home for the little folk.

Suggestions for Children's Week

ACTION is always a magnet. Put in a window showing action, it has been noticed, and crowds will stop to gaze. In preparing for Children's Book Week then the booksellers would do well to remember that children like to have something happen in the store. Let the bookseller stage a "stunt" or two in his store and see how the kiddies will swarm in.

Not very long ago an attempt was made by Elmer C. Adams of the Chippewa Book and Stationery Company, Chippewa Falls, to get the children's point of view on the best methods of advertising and promoting the sales of books. He offered to a teacher of English six books suitable for both boys and girls which were to be used as prizes for those writing the best essay on "Advertising of Books." Every pupil in the school entered the contest and from Miss Marie C. Cuddy, the teacher who arranged the event, comes the following summary of the kiddies' opinions, some of which might be used to good advantage during the course of Children's Book Week in Canada:

What Kiddies Would Like

1. Know your stock. Know what books appeal to children of various ages Be ready to suggest books for a child of any age or type.
2. Use trading stamps.
3. Raffle.
4. Have books on shelf. On Saturday one of these books will be the "lucky book." If a child purchases he may ask for any book. Should the one he calls for be the "lucky" one he will get it free.
5. In July give gifts of firecrackers with sales of a certain amount.
6. In June feature books for outings —Boy Scouts, Campfire Girls, First Aids, etc.
7. Have a grab bag.
8. Story hour. Let some teacher or high school girl tell stories—small children at one hour. Only enough of a good story will be told to make it sell that book.
9. In April feature bird, flower and garden books (Use Victrolas here, too.)
10. Auction fiction books.

Books From "Fish Pond"

11. Have a Victrola and play Riley and other records. Feature books by these people. Use posters. By consulting teachers about plans in school work, it would help to push sale on certain authors.
12. Reading table. Arrange books and let children read. One half hour limit. Interest would be aroused and books sold. If books from "sets" were used, it would make better advertising.
13. Select a very interesting part of a story and use it on advertising material to arouse interest.
14. Use punch board and give books as prizes.
15. Person buying largest number of books in given month gets one free.
16. Lowest cash sale day.
17. Fish pond—cardboard box with fishes number. Cast a line and hook a fish. The "lucky" number wins a book. Charge five cents a cast.

Co-operate With "Movies"

18. In November push all books on outdoor winter sports.
19. Loan books to teachers and have part of a story read to pupils. This would create interest. Use "sets" for this, as "Little Colonel" and many books would be sold from the reading of one.
20. Arrange with Parent-Teacher Clubs to have talks on "Children's Books." Get the parents interested in the right books for pupils.
21. Post the list of the Wisconsin Reading Circle and push books on this list.
22. Use attractive posters to call attention to books—as "Peter Rabbit," "Little Orphan Annie." The posters could be made in the schools.
23. Get co-operation of movies. When an adaption of a book is to be shown, push sale of that book, as "Tarzan of the Apes"—this would help sell all Tarzan books.

TELLS ABOUT EVERYTHING

Hundreds of Practical Questions Answered—Instructive Entertainment Here

A volume for both young and old, giving non-technical accounts of wonders of modern industrial processes and answering hundreds of practical questions which come up in everyday life at home, school or business is "The Wonder Book of Knowledge" a feature of the fall list of the John C. Winston Co., (Price $3.) The marvels of modern industry and invention are described in simple language, the mysterious processes of nature are simply explained and, in a word, the book is just an interesting story of common things. Certainly the educative feature of the volume is predominent as big questions are dealt with in such a way that the whole thing is easily understood. For instance the complete story is presented of the building of the Panama Canal and its value to the navy; the evolution and mechanism of the modern watch; the making of a pair of shoes etc. No less than 780 pictures illustrate the 603 pages so that the child is right at home here the book providing entertainment and education at the same time.

SOME COLONIAL HISTORY

"History of the British Colonies" A Fine Book for Students

Jones and Sherratt are responsible for a neat little volume entitled "A History of the British Colonies" which has just been published by the University Tutorial Press, London. The object of the authors has been to produce something more than a filling in of the outlines of the expansion of race as narrated in the ordinary text book of English history. No attempt has been made to make the arrangement chronological, but emphasis is placed on the influence of geographical conditions the importance of the command of the seas, the value of individual enterprise and the gradual growth of an imperial consciousness. The book is intended for school use and also as a work of reference for others who, for one purpose or another, are in need of a short account of the history and present government of the British Commonwealth of Nations, including the territories added by recent treaties.

TEEMS WITH BIRD LORE

"The Book of Birds for Young People" Should Be Welcomed by Youngsters.

A volume that should make glad the heart of any young person is "The Book of Birds for Young People" by F. Schuyler Matthews (G. P. Putnam's Sons, Price $3). The book, which is elaborately bound, contains ninety-five splendid illustrations, sixty-five of these being colored, and, taken all in all, is most attractive and instructive. It is a gift which any young person interested in birds would be sure to appreciate to the full. What is more, it is a book in which grown-ups would take just as much interest as juveniles. The opening chapter, which bears the title, "The First Voices of Spring," introduces the Robin, the Fox Sparrow, the Song Sparrow, the Bronze Grackie, the Bluebird and the Flicker. In the second chapter the two characters of the story, Parter and Blue Boy set out again—this time on a March morning—to hunt for birds, and in a friendly conversation Parter tells Blue Boy about the Starling, the English Sparrow and Blue Jay. In the month of April he learns of the Phoebe, the Black-Capped Chickadee, The White breasted Nuthatch, Bob-white, the Partridge, the Red-winged Black-bird, the Meadowlark, the Myrtle Warbler. In the month of May comes a great array of feathered friends, including the Purple Finch, the White-throated Sparrow, Catbird, Red-eyed Vireo, Warbling Vireo, Yellow-billed Cuckoo, the Belted King Fisher, Baltimore Oriole, Cedar Waxwing and Bank Swallow. Other chapters deal with winter birds, the migration of birds and some southern birds, and the volume closes with a most interesting treatment of the songs of thirty-five of the commoner singers, showing how to imitate them by whistling.

MACDONALD AND LAURIER

Two Important Political Books Are Promised This Fall

Mr. Meighen has announced the forthcoming dissolution of Parliament. The battle is joined; the issue is clearly defined—"Protection," the policy initiated by Sir John A. Macdonald, and "Free Trade" so eloquently advocated by Sir Wilfred Laurier. It is, in a sense, the battle of Macdonald versus Laurier all over again.

By a curious coincidence Mr. S. B. Gundy is to publish this fall two most important books dealing with these two statesmen. The one is "The Correspondence Of Sir John Macdonald" edited by Joseph Pope, K. C. M. G., and the other, "The Life And Times of Sir Wilfred Laurier" by Professor O. D. Skelton, M. A.

Sir Joseph Pope was Sir John's private secretary during the latter's lifetime and was appointed his literary executor after his death. Professor Skelton was chosen to be his biographer by Sir Wilfrid Laurier himself.

COMING TO CONVENTION

Percy Barringer (John Walker & Co., Ltd.,) President, and Cliffton Tollit (Tollit & Harvey, Ltd.,) Vice-President of the Stationers' Association of the United Kingdom sailed for America on Wednesday, September 21, by the "Adriatic" to represent British Stationers at the Conference of the National Association of Stationers of the United States at Atlantic City in October when 4,000 stationers will gather together for the purpose of discussing questions affecting their trade.

BEE LORE IN STORY STYLE.

Vernon Kellogg, Professor of Natural History, Writes for Little Ones.

Although a professor of natural history Vernon Kellogg presents in "Nuova, The New Bee," (Thomas Allen), a story sure to catch the fancy of juveniles. According to the author, whose bee-lore is absolutely authentic, the book is for children "from five to fifty." Certainly it is one that should please the children. Displays of this kind during Children's Week would undoubtedly bring returns. "Nuova" is a bee who rebels against the traditions and customs of the bee community and insists on knowing things in advance of the proper time. Although only a worker , she even dares to love. The story of her adventures is told with a wealth of human interest that makes it as absorbing as though the characters were men and women. "Nuova" is more than a good story, too, for running through it is a fine and gentle satire both on certain types of modern women and on the socialistic propaganda which would turn the whole world into one vast bee hive. In the illustrations, which add considerably to the value of the book, the bee characters are shown as fairies. Nothing, indeed, that might attract the juvenile and hold his attention, has been overlooked.

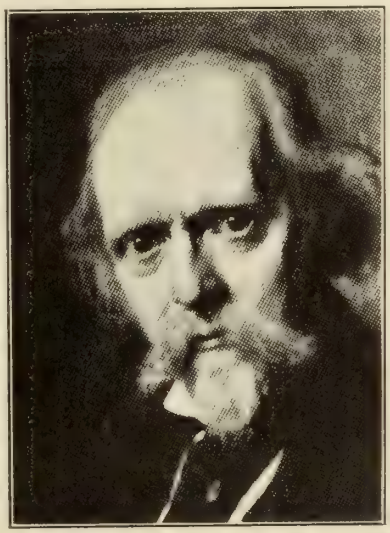
Sir Hall Caine Responsible for Lower Price on Latest Book; How Did He Do It?

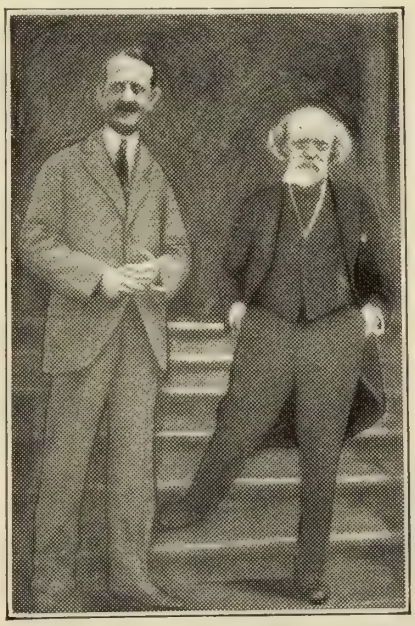
AN INTERESTING story which shows directly how interested some authors become in the marketing, as well as in the writing of their books, is at present going the rounds of the Toronto publishing houses.

E. W. Walker, of the Ryerson Press, Toronto, spent some time with Sir Hall Caine in May last, making final arrangements for the Canadian publication of "The Master of Man" recently placed on the market. In the course of negotiations Sir Hall Caine asked rather pointedly; "What price will you place on the book in Canada?" And on the reply being given: "It will be necessary to make it two dollars, Sir Hall," the veteran author stopped for a moment in consideration.

"I suppose that seems necessary?" he said, "under present book making conditions, but I would much rather see a lower price on my new book. Look here Mr. Walker, I'll make the book for you. My son is interested in a book-binding establishment and I fancy we can keep the usual profits down so that the price can be made a little less. Furthermore, I am quite prepared to have my royalty per copy reduced to make a lesser price possible."

Sir Hall was as good as his word and besides doing what was suggested, has had the considerable shipment of "The Master of Man," for Canada sent out in his own steamers, thus further reducing the cost. All this will explain a matter which is occasioning some note, why "The Master of Man," a book of some 431 pages with triple the letterpress of the average novel, and with tri-colored wrapper, can be purchased in Canada for one dollar and seventy-five cents when other novels of an ordinary size are priced at two dollars.





Above is a striking photograph of Sir Hall Caine, whose latest book, "The Master of Man," has just been published by The Ryerson Press. In the lower picture Sir Hall is shown standing on the steps of his castle in Wales with E. W. Walker, of The Ryerson Press, Toronto.

FOLLOWING THE TRAILMAKERS

Paul Leland Haworth Writes of The Men Who Explored The Northwest

Whether they are old or young, boys will read with interest and learn much from "Trailmakers of the Northwest" Goodchild,$3) by Paul Leland Haworth. This story of the exploration of the great Northwest, as told by one who has repeatedly made expeditions to the dwindling regions that yet remain unexplored, is both romantic and picturesque. Starting off by telling how the exploration of a large part of what is now Canada and the United States was due to the presence of that little animal called the beaver, the author goes on to tell of the discovery of Hudson Bay and the Great Lakes, the founding of the Hudson's Bay Company, MacKenzie reaching the Artic and the Pacific, fur trading adventures, buffalo-hunting, sidelights on Indian life, Sir John Franklin's tragic voyages, the coming of the settlers and the present-day Brotherhood of Trappers and Prospectors. It is, indeed, a soul-stirring story of the heroism and exploits which opened up this wonderful country—every page breathing of courage and the vigor of adventure and primitive life and intensely interesting accounts being given of the habits of beavers and buffalo and the other animals the explorers hunted. Appropriate illustrations, reproduced from photographs, help along the narrative.

"Casual Letters from South America" is announced for publication by The Hispanic Society of America and is described as the most lavishly illustrated of South American books.

Maritime Provinces Can Lay Claim To A Trio of Popular Canadian Writers

L. M. MONTGOMERY

The creation of the character "Anne" was a literary achievement which won enthusiastic commendation from writers of the highest rank—Bliss Carman and Mark Twain. Since then L. M. Montgomery has definitely fixed her place as the Jane Austen of Canadian literature.

"Rilla of Ingleside," (McClelland and Stewart), her latest book, follows up the career of the daughter of "Anne" of "Anne of Green Gables." Rilla is impetuous, fun-loving, like Anne Shirley, and yet different. Anne herself and the Doctor have important parts; Susan, Miss Cornelia, and many other old friends- re-appear.

Canada's tiny sea-girt province, Prince Edward Island, was the author's birthplace. Her childhood was spent at Cavendish—a seashore farming settlement which forms the background of many of her stories. She attended the country school and Prince of Wales College, Charlottetown, afterwards teaching for three years.

"As far back as my memory runs, I was writing stories for my own amusement," she says. In 1909 with the publication of her first book, she found the true field for her talents, although she is equally successful as a writer of verse and short stories.

In 1911 she married Rev. Ewan Macdonald, a Presbyterian minister, and came to Ontario to live, her husband's charge being not far from the City of Toronto.

W. A. FRASER

Like many other Canadian literary workers, W. A. Fraser, comes originally from Nova Scotia, though his home is now in Toronto. In his capacity as civil engineer he has lived in the Ontario and North West oil districts, and also spent some time in India.

Equally successful as a short story writer and as a novelist, he stands alone in his sympathetic interpretation of the life of the horse, and the various phases of the race-track and the stables. He is just as much at home in his descriptions of life in the wilds, particularly the life of the wild creatures of the woods.

Of recent years, however, his tendency appears to be to go back for his story material to the scenes and incidents of his life in the Canadian wilds. In "Bull Dog Carney" he created a sort of Robin Hood of the Western frontier. This is now followed by "Red Meekins" (McClelland and Stewart) the hero of Mr. Frasers new book. "Red" is a typical woodsman upon whom chance rather than learning confers the degree of mining engineer to a prospecting party of Englishmen.

H. A. CODY

Rev. Hiram Alfred Cody, was born in New Brunswick, 1872; he is of U. E. Loyalist descent. He was ordained to the Anglican priesthood in 1898, was missionary in the Yukon district, 1903-4; rector of Christ Church, White Horse, Yukon Territory, 1904-09. Since then has been rector of St. James' Church at St. John, N. B.; he won a $200 prize in 1906 for an essay on "The Yukon's Resources and Advantages." He wrote the life of Bishop Bompas and also several works of travel before entering the field of fiction



The Special Committee appointed by the Associated Publishers to conduct the campaign for Children's Book Week and the Canadian Authors' Week. From left to right are Franklin F. Appleton, of the Musson Book Company; Findlay J. Weaver, secretary; and Hugh S. Eayrs, of The Macmillan Company of Canada.



REV. H. A. CODY,

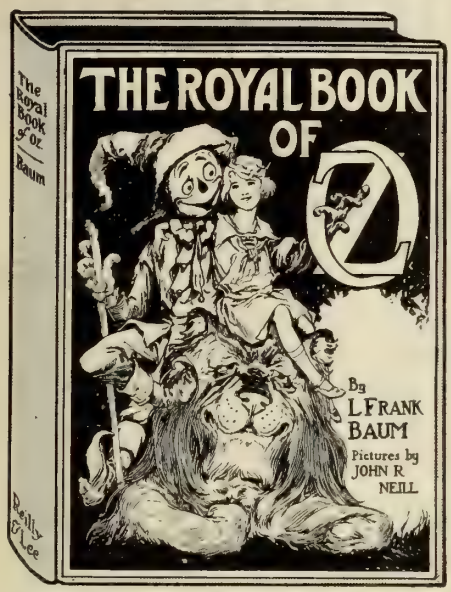
A New Brunswick author, whose "Jess of the Rebel Trail" has been placed on the market by McClelland and Stewart this Fall.

His latest novel "Jess of the Rebel Trail," published this Fall by McClelland and Stewart, is a mystery-romance of the St. John River. Jess runs away from home and hides on Captain Tobin's boat. Then begins the unravelling of a secret covered by the dust of twenty years. Many of the incidents of the story are drawn from actual facts—the forest fire, the boating scenes—and Captain Samuel Tobin, one of the chief characters is drawn from life.

Mr. Cody has now to his credit several other popular novels. "Rod of the Lone Patrol" is an action and adventure story with the hero a boy of unknown parentage who has been raised by the "parson" and his wife; "Under Sealed Orders" deals with the development of a water-power scheme which the townspeople had laughed at as the delusion of a half-crazed old man; "If Any Man Sin," is the tale of a clergyman who became an outcast from his church and his love and buried himself in the Northwest woods among the Indians; "The Unknown Wrestler" is the story of the pastor of a fashionable city church who goes to a country parish as a farmhand to study the cause of the seeming inefficiency of the country church; "The Touch of Abner" is a humorous tale of a very original character; "Glen of the High North" has its setting chiefly in the Yukon district.

BACK FROM CANADA

W. P. Mills, President of the Moore Push Pin Company, Philadelphia, who has just returned from an extended trip through the Eastern States, and also Canada, says that among the encouraging signs of returning prosperity are the large number of orders now being received from new customers. Everywhere he travelled he found the dealers and jobbers optimistic regarding business for the coming winter and spring.



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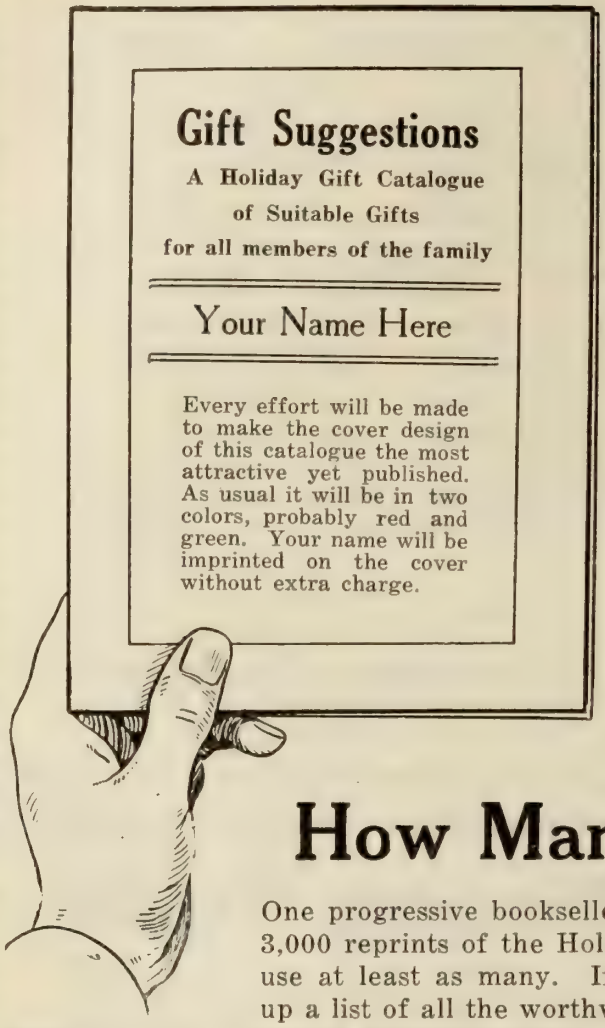
St. George and the Dragon
The Pied Piper
The Sleeping Beauty
Tom Thumb
Bluebeard
Golden Hair and the Three Bears
The Fox and the Little Red Hen
The Brave Tin Soldier
The Babes in the Wood
Hop-O'-My-Thumb
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See Page 56 for List of Canadian Books.

Canada's Handicap In Literature

Dominion's Authors Have, For The Most Part, Gone to Other Lands Where Opportunities For Rising Genius Have Been Greater Than At Home—Here's An American View of Canadian Literature As Expressed By The New York World

CANADIAN literature and writers and their relation or lack of relation to Canadian life have been discussed recently by the new York World.

Canada's literary handicap, it says, has been that she has been unable to keep her authors at home. Compared with the English-reading public that beckoned from across the line to the south or from the Motherland overseas, the home population could offer but slight encouragement to budding genius.

Canadian Writers To Fore

Canadian loss has been American and British gain. In more than one American city there is a Canadian literary colony, and Canadian names dot the tables of contents of American periodicals and the lists of American book publishers. Harvey O'Higgins, George Patullo, Arthur Stringer, Robert Service, and scores of other current popular American writers are Canadian born and bred.

Perhaps no fact, this paper suggests, bears more eloquent testimony to the closeness of relations and the similarity of outlook between Canada and the United States than the ease with which men and women whose entire upbringing to maturity was exclusively Canadian have been able with their ideas and inspirations to appeal successfully to the American public.

A Sign Of The Times

England has not attracted as many Canadian writers. Distance and some difference in taste are partially responsible. But Canada's loss to England has also been substantial. Gilbert Parker is an outstanding example of the migration of Canadian writers overseas.

The recent formation of a Society of Canadian Authors will not stop the drain on Canada's literary resources, for it will be many a long year, thinks this American paper, before Canada will offer rising genius an opportunity comparable with what he can find in New York or Boston or London. But it is a sign of the time nevertheless. It at least marks an awakening consciousness of existence on the part of Canadian literature.

Some Exiles Return

Besides some of the exiles are returning, finding, as one of them says, that contact with his native soil is the truest source of inspiration. Blis Carman, the poet, after several decades in New York has been revisiting the home of his youth, reading his poems to capacity audiences, and he may remain permanently. Many think he is Canada's most distinguished poet. His work, of which for many years he published a volume a year, has remained distinctly Canadian, with Canadian atmosphere and outlook, despite his foreign residence. There is an agitation, says the World, to create a new post of Canadian poet laureate and to make Carman the first incumbent of it.

Arthur Stringer has returned to a country place near Chatham, Ont. Peter McArthur, after many years abroad, is running a farm at Ekfrid, Ont., but still finds time to write prolific articles and an occasional book. Ralph Connor (Rev. C. W. Gordon) is filling a Presbyterian pulpit at Winnipeg. He was never long from Canada, and his novels are perhaps the most widely read of any unexpatriated Canadian. Stephen Leacock, the humorist, a professor in economics at McGill, Prof. Pelham Edgar, the essayist; Marjorie Pickthall of Victoria, Isabel Ecclestone McKay of Vancouver, are some of the Canadian authors who have secured international fame and rewards without leaving the native land.

Prof. McMeechan Criticised

The New York World says that Prof. McMeechan of Halifax, whose recent article, "Canada a Vassal State" (to the United States), has caused much comment, is eagerly abetting the formation of the Authors' Society. He declared the outstanding characteristic of Canadians as a race was diffidence. There has been skepticism as to the existence of a French literature here, yet had not a French-Canadian poet (Louis Honore Frechette) been crowned by the French Academy? Again had not Sam Slick founded the American school of humor and had not a Canadian woman (Sara Jeanette Duncan Cotes) written a real novel of affairs in "The Imperialist."

The chief criticism of Prof. McMeechan's "Vassal State" article has come from French-Canadians, who point out that 3,000,000 French in Canada are entirely unaffected by American tastes and customs and form a bulwark, as in the past, against American influence and aggression in Canada.

Dramatic Literature Now

Two Canadian universities have now established chairs in Canadian literature. Poetry has hitherto been Canada's most distinctive achievement. Fiction is developing and now first attempts are being made in dramatic literature.

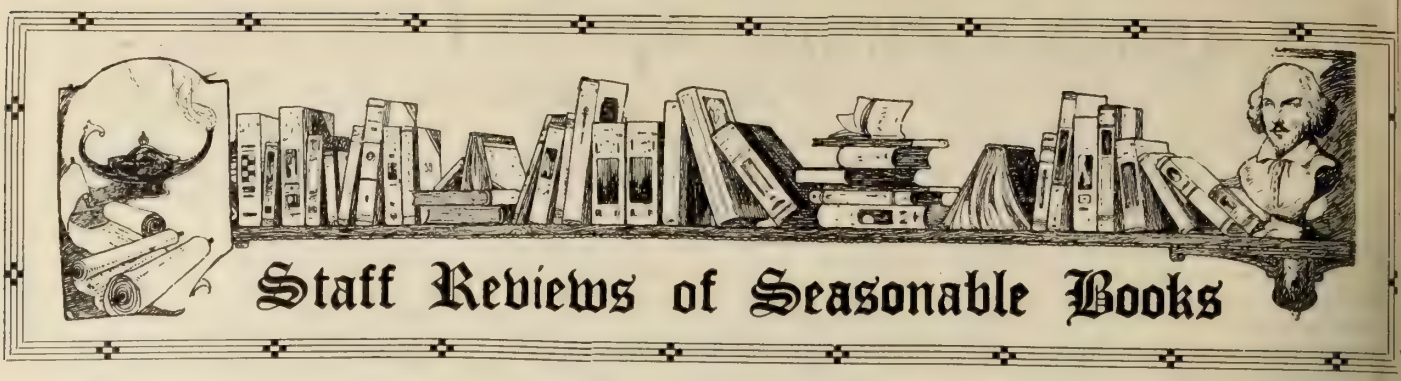
The World mentions the one-act tragedy by Isabel Ecclestone Mackay, recently produced at Hart House, Toronto.

Canadian critics preferred to Mrs. Mackay's playlet, the comedy of Muskoka written by Merril Denicon and produced at the same time.

Mr. Murray, London, is about to publish a novel by Major General Charles Ross, C.B., with the attractive title, "The Fly-By-Nights." A romantic energy is the note of the book and through the many rapid adventures of the characters it is certain to bring enjoyment to its readers.



Above are shown Rev. David Howarth, author of "The Valley of Gold" (Goodchild), who is standing at the left; Mr. Taylor, artist for MacLean's Magazine in the centre; and J. Vernon MacKenzie, Editor of MacLean's Magazine, standing at the right. Insert is a photograph of Dr. Howarth.



Staff Reviews of Seasonable Books

SOME VALUABLE ADVICE

"Think Over The Life Ahead" Is Lesson of J. R. Mungo's "Be A Man."

A careful perusal of "Be a Man" by John Robertson Mungo (Watts and Company) would not come in amiss for any young man about to enter the industrial world. As a matter of fact, it could not but be helpful. In the belief that many young men who showed great promise during their scholastic careers have been shipwrecked on the sea of Industry because at the outset of the voyage they were not acquainted with the evils and perils which abound in all industrial centres the author attempts to show how success, prosperity and happiness may be won. The responsibilities of adolescence, the author admits, are heavy but can be mastered by faithful and untiring work. His advice is well worth noting. A better treatise for the entry into the business race could not be secured.

* * *

SOUTH SEA WANDERINGS

"The Cruise of the Kawa" By Walter E. Traprock Is Fascinating Yarn

To appreciate "The Cruise of the Kawa" by Walter Traprock (G. P. Putnam's Sons, Price $2.) it is necessary to undertake the reading of it slowly. To bolt this book like some people bolt their food would be to court literary indigestion. The quiet humor of the narrative is quite apt to be as elusive as it is unobtrusive if tackled ruthlessly. For Walter Traprock is "himself again." His "Cruise of the Kawa" bears the ear-marks of "Who's Hula in Hawaii?" "Through Borneo on a Bicycle," "How to Explore—and What," "Around Russia on Roller Skates" and "Sobs from the South Seas." The discovery of a new group of Polynesian Islands is recorded in the inimitable Traprock manner, the volume containing the complete story of the expeditions experiences and discoveries. These constituting contributions of far-reaching significance and appeal. "A supreme, superlative epic of the South Seas,' is the publishers' designation of "The Cruise of the Kawa," which is also described as standing "pre-eminent in the literature of modern exploration."

SOME LEGENDARY WOMEN

Marjorie Strachey's "Savitri" Is a Book That has a Strong Appeal

Light but interesting reading is provided in Marjorie Strachey's "Savitri and Other Women" ((G. P. Putnam's Sons) which is filled with highly entertaining matter. The stories are not meant for students of Folk-lore, the majority being taken from translations and adaptations. Miss Strachey has had no hesitation in further adapting and altering the books of which she made use so that her characters are, if anything, improved by her free and easy treatment. There are eleven stories in the book and behind them all the reader may see a dazzling company of dashing knights and ladies fair. To both old and young "Savitri and Other Women" promises to make a strong appeal.

* * *

LOOKING BEHIND THE VEIL

Fourteen Sparkling Sketches of Washington Personalities Given to Public

The anonymous author is at large and the public men of England, Canada and the United States have come within the danger zone of his pen. In "The Mirrors of Downing Street" the "gentleman with a duster" turned the spotlight on the virtues and vices, shortcomings and idiosyncrasies of men prominent in the polictical activities of the seat of empire. "Domino" has done the same for the public men of Ottawa and in "The Mirrors of Washington" (G. P. Putnam's Sons, price $2.50) an anonymous writer dissects the minds, hearts and souls of the great men of the U. S. A. Painfully plain truths about the major personalities of the present and the recently-past era are told. In plain English, without at all mincing matters, the author conducts a searching survey which is bound to hold the attention of those interested in United States politics. There is nothing ill natured about the volume but crisp characterisations—often critical, sometimes satirical and always brilliant—are presented of Harding, Wilson, Hughes, Harvey, House, Lansing, Hoover, Lodge, Penrose, Root, Borah, Knox Baruch and Johnson. The author is not by any means lacking in humor so that in his survey there is undoubtedly much that will entertain.

GENTILE DEFENDS THE JEW

"That Bogey Man—The Jew" Is An Answer To Recent Attacks

Candid and fearless always in his treatment of social conditions G. Frank Lydston, M.D., D.C.L., now shows in "That Bogey Man—The Jew" (Burton Publishing Company, price $1.25), that he is today actuated by the same lofty motives as when he wrote "Diseases of Society." Although a Gentile, Dr. Lydston, who is also one of America's best-known surgeons, takes up his pen to defend the Jews, answering acrimonious attacks recently made upon them. The author aims to promote a better understanding between Jew and Gentile and declares himself "an out-and-out foe to anybody who subtly or otherwise attempts to sow seeds of discord." It is the negro, and not the Jew, who is, according to Dr. Lydston, the real menace in the U. S. A. today.

* * *

THREE ONE-ACT PLAYS

Theme of Love and Tragic Renunciation Runs Through Classy Little Volume

"Madretta," "At the Shrine" and "Addio" are three unusual plays each being in the one-act class, from the pen of Stark Young and recently given to the public in attractive form by Stewart and Kidd Company of Cincinnati (Price $1.35). Through them all runs the theme of love and tragic renunciation and as reading plays they would be hard to excell. Dramatic societies and individuals interested in amateur theatricals would find this volume a big help. The theme of love and tragic renunciation in one form occurs in "Madretta," where a Creole girl and her lover and her American husband are the actors in a swift tragedy. It is the major idea of "At The Shrine," in which a priest comes to ask a woman, Ann, to give up his nephew in order that he may marry and lead another life. And in "Addio," Tom, the organman, comes into the little restaurant in the Old French Quarter of New Orleans, looking for Susa, the girl that he loved in Italy; and the restaurant keeper and Harry, Susa's new lover, make the other two people in the meeting.

PRIZE REVIEWS IN RHYME

hn Strong Newberry Won Hundred Dollars Offered by Macmillan Company

The Macmillan Company adopted a ique bit of publicity recently in pub- ning a booklet entitled "The Prize ymed Review of H. G. Wells." 'The tline of History.' A prize was offered The Macmillans for the best rhymed iew of this book and as many of the rses sent in were extraordinarily good was decided to present them to erested readers calling particular at- tion to the winning verses by John ong Newberry of Pasadena, Cal., and o Grace Hazard Cobkling's poem. e booklet aims to show to the public man to whom Mr. Chesterton referr- as the greatest living Englishman. In lition to some of the best verses sub- tted the booklet contains a brief bio- aphical sketch of H. G. Wells and ss comments on the work being feat- d. Copies can likely be secured from publishers free of charge. They uld certainly arouse the interest of tomers.

* * *

UNG AUTHOR'S LAST NOVEL

Married?" Bears Stamp of Marjorie Cooke's Delightful Personality

Unique in every sense of the word and clever as it is strange is "Married?" . B. Gundy, $1.90), the last novel writ- by Marjorie Benton Cooke whose lliant career was suddenly terminated death at Manila. The author was a trip to the Orient at the time and was with great regret that large num- rs of her readers—admirers through inderella Jane," "The Dual Alliance," he Threshold," etc.,—learned of the sing of the brilliant writer. In "Mar- d?" Marjorie Benton Cooke's person- ty is indelibly stamped. The swift ace and wit that characterized her ner novels are both embodied in this ry of the sole heirs of two families— rcia Livingstone and Dennis Shawn— o, separated by an old feud, are le- lly married by wire in an endeavor to rd off a catastrophe. Dennis is nniless in California at the time while rcia, in New York and heiress to llions, is affianced in bored indiffer- e to a man whom she does not love. rtainly a great basis for a story. A vision of annulment within six nths is attached to the strange mar- ge but in this period of grace thril- g adventures are experienced and ange things happen. That the author ured the idea for her novel from a ing of the Judge Advocate General in 9 that United States soldiers abroad uld marry by exchange of marriage tracts by mail is evident and the read- is not long in finding out—what Miss oke learned before putting pen to pa- —that such a plot overflows with ibilities for humor and strange oc- rences.

Best Sellers of the Month

The numbers given opposite each name signify points, the record being carefully compiled from direct reports from retailers.

Fiction

The Flaming Forest	76
Her Father's Daughter	73
Main Street	52
Galusha the Magnificent	42
The Sheik	38
Helen of the Old House	33

Non-Fiction

Ballads of a Bohemian	57
Queen Victoria	37
Prince of Wales Book	33
Outline of History	25
Mirrors of Downing Street	24
Evangeline	21

A few weeks ago George H. Ham celebrated his 74th birthday and the event was marked by the publication of "Reminiscences of a Raconteur," (Musson) in which he gives in a gossipy and breezy manner a few of his recollections of people and events in Canada, covering a period of more than half a century. The book is very much what its title might lead one to expect. The author does not endeavor to give a dignified autobiography, in which facts and style are the first consideration. Instead of that, he talks about many things just as he might if an after-dinner speech made it necessary for him to indulge in reminiscences. It is the work of an expert raconteur rather than a literary man.

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CECIL ADAIR'S LATEST

Stanley Paul and Company Publishes Three Fascinating Narratives

In "The Qualities of Mercy," "Gabriel's Garden" and "Cantacute Towers" (Stanley Paul and Company) Cecil Adair lives up to his reputation. These little books—each of pocket size—are fil'ed with interesting and entertaining reading. Cecil Adair, known practically the world over as the "joy of life" novelist, conveys in these three stories the same bright, wholesome, inspiritng outlook which distinguishes nearly all his novels. Each is brimful of the uplifting sweetness and beauty of love and of life. The rise of a human soul from darkness into light is clearly depicted in "Gabriel's Garden" while in "Cantacute Towers" there are thrilling incidents galore, an exciting plot and an intensely human love romance. The central figure of "The Qualities of Mercy" is a charming young lady whose life's story makes this novel extraordinarily attractive.

* * *

"Tangled Trails" by W. Macleod Raine is being published this month by Thomas Allen, Toronto.

ABOUT BOOKS AND FOLKS

A Series of Friendly Informal Talks On Reading By Edward N. Teall

A mighty interesting book and one which should appeal to all lovers of literature is "Books and Folks" (G. P. Putnam's Sons, $1.75) in which Edward N. Teall offers friendly and informal counsel for those who seek the best in literature and life. Head of the Press Department of Chautauqua Institution for many years, Mr. Teall talks informally on books in general, not as a savant but merely as one who has been advising Chautauqua readers for many years. With a background of classical training and keen literary appreciation, Mr. Teall has definite standards which he expresses with delightful whimsy. As the author himself says, "Books and Folks" is not a learned essay. Nor is it intended to be profound. The author has aimed at making his work merely human and helpful—nothing more—and, considering that he covers the field for publisher, reviewer, bookseller and general public, he has succeeded admirably in attaining his objective. This is a book from which much may be learned.

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THE IMMIGRATION PROBLEM

Feri Felix Weiss Makes Some Interesting Disclosures in "The Sieve."

"The Seive or Revelations of the Man Mill" is the title of an interesting book by Feri Weiss, himself an immigrant, which has just been published by the Page Company of Boston. Mr. Weiss aims to tell "the truth about American Immigration" and there is no doubt but that he makes public news which until now must have been classed as secrets. In his thirteen years' experience as an inspector Mr. Wiess has personally inspected some hundred thousand immigrants so that he is, or should be, competent to discuss the question he would put before the American people: "Does Uncle Sam's Immigration Sieve accomplish the work which the nation expects it to do? If, not, why not?" Basing his views on many years' daily contact with the immigrant horde the author tries in all sincerity to answer this question. "America First" the author would take as his slogan—the slogan for all strangers who seek to come through this gate—and it is his opinion that the Americanization of the alien must take place 'on the job,' having in mind factory plants where the new era of democracy in industry is being inaugurated and where exists realization of the responsibility resting upon the native born in dealing with the "modern pilgrims." The book teems with amusing and pathetic stories of incidents which have come to the author's attention.

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H. H. Knibbs, a Canadian, has written a new novel—"Partners of Chance"—which is being published next month by Thomas Allen. Mr. Knibbs' last novel was "The Riding Kid."

TO UNDERSTAND MUSIC

Arthur W. Pollitt Aims to Help The Ordinary and Untrained Listener

Aiming at giving the ordinary untrained listener a point of view from which judgment and increased delight may proceed, Arthur W. Pollitt in his "The Enjoyment of Music" (Methuen and Company) supplies enough general information to make the understanding of music an intellectual as well as an emotional pleasure. Dr. Pollitt points out that music is something which may be and ought to be enjoyed—equally by those who profess it, by those who play it, by those who accept it with a polite tolerance and, perhaps, even by those who now dislike it. The author feels that those persons who are insensitive to music or are pained, rather than pleased by it, have never been taught how to listen to it. That people must habituate themselves to the atmosphere of great music is emphasized by Dr. Pollitt who makes it plain that by "listening" is meant something much more than the mere reception of sounds by the ear. To his mind, it means the effort to exclude other things; the listener attends to what he desires to hear and tries not to hear other sounds. There is a splendid introduction, briefly interpreting Dr. Pollit's object, by E. T. Campaganic.

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THE STORY OF A PADRE

Robert Keable Writes of The Charm and Tenderness of Woman's Love

There have been many stories of the war and of happenings and incidents of the great struggle but no more outspoken love story than "Simon Called Peter" (F. D. Goodchild Company) has come out of the maelstrom of strife. In this book, which he dedicates to Julie who is every man's heroine—standing for woman's love, its intoxication, its wayward fancy and its tenderness—Robert Keable writes in a frank and fearless manner of a chaplain in the British army who "fell violently" for an Australian nurse whose moral code was not as strict by any means as it might be. While in France Capt. Graham was true to his commission, his ministerial vows, but while on leave in England with the girl the moral ills to which humanity is heir were given free and unbridled sway. In a word, Peter went among publicans and sinners to find God and his own soul. How he finds Julie, how he equates his passion and his faith, passing through the fair valley of woman's enchantment to the Calvary of self-abasement and self-sacrifice is the theme of this astounding novel. Not in a long time has an author done a finer piece of work than that for which credit must go to Mr. Keable where in the concluding chapter he tells how Julie, "who knew no God, but Julie of the brave clean, steadfast heart" gave to their Maker the Peter who would have tried to make amends with marriage.



JOHN DRINKWATER

whose "Lincoln" holds a prominent place on Thomas Allen's Fall list.

EDISON'S PHUNNYGRAPH

"Edison's Phunnygraph" or "What Happened to one XYZ" is a fifteen cent booklet by E. Judson, published recently by the J. S. Ogilvie Publishing Company, 57 Rose Street, New York, as a sequel to Thomas A. Edison's famous questionnaire to college men. Mr. Judson's story is really funny and in addition to the 146 Edison questions and the correct answers to all are a number of humorous questions and answers, some of which are for the inventor himself. "Do you remember your wife's birthday?" is one of these and another is "Why do sporting writers insist on saying So and So 'flied to centre' instead of 'flew'?" There is a heap of real fun in the little book to say nothing of the fund of information contained in Mr. Edison's questions and answers.

* * *

News dispatches from Hartford, Connecticut, home of Mark Twain, state that the old 'cycle on which the famous humorist used to ride through the streets of that city has been presented to the Connecticut Historical Society by Franklin G. Whitmore. Thirty-five years ago Mark Twain gave the 'cycle to Mr. Whitmore who was then his secretary, explaining that he was tired of a means of locomotion which resulted in so many bruises and bumps. Albert Bigelow Paine, (Musson Book Company), in his biography of Mark Twain, gives an amusing account of the would-be cyclist's countless falls while learning to ride.

THE JAPANESE QUESTION

Sidney Osborne Appeals to America to Take a Firm and Sensible Stand

Having written a great deal on the Japanese question, Sidney Osborne now brings the discussion down to date in "The New Japanese Peril" (The Macmillan Company, $2.35) in which work he pictures future developments in the international situation as it is complicated by Japan. His latest book is mainly a political discussion, analyzing in particular the effects of the Anglo-Japanese Alliance and appealing to America to take a firm and sensible stand. Considering Premier Meighen's attitude on the question and the publicity that was given to it by his attendance at the conference of premiers in London recently this book should be particularly interesting to Canadians just now. It is evident that the writer is pursuing no dogmatic view of the probable course of events, but tries to present varying phases with their probable consequences with a view to awakening new trains of thought in the reader's mind on this important subject. The fight of the peoples for freedom, democracy and the rights of nations Mr. Osborne claims, has not yet been won. These rights, he feels, will still have to be defended in the Pacific. Mr. Osborne declares it unfortunate that the art of forecast, as possessed by Disraeli in whose day British policy was particularly anti-Russian, who predicted that England would one day be fighting by the side of Russia and France against the Central Powers, is not possessed to a greater degree by the statesmen now at the helm. In this greatest crisis of affairs in history, he believes, Western Civilization might yet be saved by a statesman with the genius and imagination of a Disraeli or a Lincoln. In his summary Mr. Osborne says that America now perceives herself on one front opposite to Japan, which is now predominant in Asia, and on the other front face to face with Britain, which is now predominant in Europe. And, he adds, both Britain and Japan are known to have common designs, partly set forth in a Treaty of Alliance and partly secret. He sees the peace of the world threatened so long as any power or combination of powers may impose their will on the commerce and industry of nations or by unfair regulations make an attempt to seize their markets. The danger of navalism upon the high seas the author fears and this he characterizes as being "equally hateful" to the danger of great militaristic adventures upon the land such as were seen in the recent war.

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Stanley Paul & Co., will publish shortly a new Welsh novel, dealing with life in filmland, entitled "Jewels In The Dust," by Edith Nepean, whose previous story, "Gwyneth of the Welsh Hills" is now being filmed for early release.

MAY SINCLAIR'S VERSATILITY

"Mr. Waddington of Wyck" Is Delightful Story of A Self-Centred Man

Bearing all the marks of skilful workmanship and a strong tribute to May Sinclair's versatility is " Mr. Waddingof which is the product of the little New which is a delightful story of a self-centred man whose pomposity prevents him interpreting correctly other people's feelings towards him. Entirely different is this book from "The Tree of Heaven," "May Olivier" or "The Romantic." Mr. Waddington is married to a woman who is amiably disposed toward her husband's little indiscretions. He becomes interested in a Mrs. Levett and imagines because she accepts little favors from him that she is infatuated with him. When he forces his attentions on her she cannot but laugh hysterically. When this episode has blown over and Mr. Waddington's vanity has survived the shock he decides that Barbara, the young woman who has been his secretary and who is about to marry a young man of her own age, is desperately in love with him. He becomes the more amorous as she repulses him:

And so on until the end Miss Sinclair shows Waddington as a pompous fool who has made his trivial passions feed his egoism. To quote The Literary Review:

"This is Miss Sinclair's most brilliant novel. It is not her deepest, not her most intricate, by no means her most modern story; but as a piece of sheer virtuosity it is her best. This novel has elements of a durable popularity. It is a complete, a howling exposure of a solemn ass, who philanders with no excuse except his own vanity, by a writer whose pen is as sharp as the claws of a cat." And, according to The New York Times Review: "It is one of the new modern novels that may be read twice for the pleasure of its treatment. There is not a wasted sentence, and every line tells."



NINA MOORE JAMIESON,

A Canadian who is, perhaps, best known by her novel, "The Hickory Stick," published recently by McClelland and Stewart.

VISCOUNT ESHER'S BOOK A SENSATION IN THE OLD LAND

Lord Esher's book, "The tragedy of Kitchener" (John Murray, London) has caused a sensation in England. The tragedy with which the volume deals is not the death of Kitchener when the ship on which he was going to Russia was sunk by a mine, but his life before that, when called to high office in the midst of great events, he found himself a man spent and done, unable to grapple with and handle his work. Lord Esher, who was intimate with Kitchener. writes frankly and in detail.

The author says that Kitchener had been used to command, that he had never found it necessary to furnish reasons for his decisions. As War Minister he sat in a cabinet with many colleagues, each one of whom at first was tremend ously impressed by his reputation, but they all discovered with a shock of surprise that when his advice was asked on any subject on which he was regarded as an expert he gave it, but when asked for his reasons he could not furnish them. His logic was bad, his talk rambling, incoherent.

"Kitchener's mind," says the author, "had ragged edges which led to the confusion of his own ideas, and to chaos in much that he undertook to accomplish."

When Kitchener was sent on a mission to Gallipoli it was generally expected, by those who knew how things were, that he would not return to the war office. Some distant post would be found for him. He was offered "the vice-royalty of the Middle East." He knew he was sent to Gallipoli to get him out of the way, but he declined the vice-royalty and came back.

"Since King John had word that 'the devil was unchained' (Richard) no wanderer had returned home so unwelcome," writes the author.

The tragedy of it all was that Kitchener knew that his powers had waned, and that it was impossible for him to master the problems which the war set him.

"One reads with some surprise," says The Toronto Star, "an opinion offered by Lord Esher, after the revelations he makes. He says that if the conduct of the war had been left in Lord Kitchener's hands it might have ended in 1916. One is forced to ask how it would have ended had it been left in the hands of so broken and impossible a Kitchener as the one he describes.

Certainly "The Tragedy of Kitchener" is a book which provides intensely interesting reading.

A TALE OF STRUGGLING

William Dudley Pelley Responsible For A Unique Novel In "The Fog"

A story of unending struggle—from the first chapter to the last—is "The Fog" (Frederick D. Goodchild), the hero of which is the product of the little New England village of Paris, Vermont. In this novel Mr. Pelley has drawn some splendid characters, his descriptions being all remarkably true to life. Particularly good is the sketch that he has made of Nathan Forge, greatly-abused son of a tight-laced father who hesitated not to wield the harness strap when his boy disobeyed his commands and went out with members of the opposite sex; also the picture presented of Bernice Gridley, who tired of being always told by her mother that she could not do what common vulgar children did, both in her girlhood days and later disregarded the conventions. "The Fog," is the story of young Nathan Forge's struggle against circumstances, his gropings to express himself and to live up to his ideas. in spit of the fact that his early life was a mere animal existence in a place where the main occupation of the natives was their unceasing struggle to procure a bare livelihood. The story of young Forge,—born with a poet's soul, with a desire and appreciation of the highest and best, yearning for woman's sympathy and affection, ambitious from his very childhood—the author has filled with laughter and pathos and tragedy. Handicaped by a hypocritical father and a selfish neurasthenic mother, and surrounded by a grim poverty, the hero worked his way out. Side by side with Nathan's story run the life stories of Bernice Grindley, his schoolmate and the object of his boyish adoration; of Gordon Ruggles, child of wealth and aristocratic parents; of Madelaine Theddon, a foundling from an orphanage. Taking it all in all, "The Fog" is a splendid novel, brilliantly conceived and wonderfully well executed.



W. MACLEOD RAINE,

Author of "Tangled Trails," published by Thomas Allen, Toronto.

TRADE'S ACTIVITIES IN TABLOID

Toronto Man Moves—S. B. Forgham of Toronto has moved to 846 Yonge St.

R. E. Lane In Charge—A. H. Hager has been succeeded in the stationery business in Ottawa, Ont., by R. E. Lane.

New Halifax Store—The North End Book Store has recently been opened by R. S. Fisher at 210½ Agricola St., Halifax, N. S.

New Company Registered—The Typewriter and Office Supply Company has recently been registered in Montreal, P. Q.

B. L. Mull Sets Out—Bertha L. Mull has been succeeded by N. S. Haviland in the tobacco and stationery business, Toronto.

Business Changes Hands—J. H. D'Meara, who has been conducting a tobacco and stationery business in Ottawa, Ont., has been succeeded in the tobacco business by J. E. Rochester and in the stationery business by Mrs. Bertha Mullins.

Was Not Interested—The Only Jack.—"Could I sell you Boswell's 'Life of Johnson', sir?" asked the book agent.

"Certainly not," replied the self-made millionaire. "I'm not interested in the career of colored pugilists."—Birmingham Age-Herald.

Read From New Book—It has been said of Mrs. Nellie McClung that the reason she is so very popular is because she is so thoroughly human, and she was just thoroughly human when she kept 1,500 people spell bound one evening for one hour and a half relating to them the story of her new book entitled "Purple Springs."

Veteran Dealer Dead—William Bryce, one of the best known fancy goods men in Canada, died at his residence, 276 Rushholme road, Toronto, in his 76th year, after an illness of some months. Mr. Bryce was born in Guelph, and after being in business in London moved to Toronto while still a young man and established a wholesale fancy goods business here 55 years ago. He was one of the oldest established dealers in this class of goods in Canada.

Feted in Montreal—W. M. Meredith, of London, England, was a visitor in Montreal, and a guest of the Montreal Branch at a lunch on September 15th. Mr. Meredith is a son of George Meredith, a director of the well-known publishing house of Archibald Constable and Company publisher and part proprietor of the famous review, "The Nineteenth Century," and Past-President of the Publishers Association of Great Britain.

Putting In Phonographs—Many stationers are beginning to discover the profit possibilities inherent in a good stock of phonographs and records. Especially is this true where the dealer is situated in a residential district, but even those stationers who have their stores in the midst of offices and factories report encouraging results from comparatively little effort.

Toronto Star's Comment—Nellie McClung's new novel. "Purple Springs," is just out, and will be one of the books of the year. As there is a place called Purple Springs in Alberta, some of the local citizens will probably blush to think that they are characters in the book.

STEADY CALL FOR CHILDRENS BOOKS

Continued from page 35

ded to the stock of the Vancouver Stationers, Ltd.

"Leather goods, moccasins, and such novelties and souvenirs used to be considered the stationer's lines; it is encouraging to note that they are again drifting back to the stationer," said Mr. Hagel.

The windows in this store are dressed every week and a variety of books is shown.

"The window space in this part of the town is too expensive to devote it to any one book unless we were able to dress the windows every day," said Mr. Weber. "We find that the public will stand longer at a window full of assorted titles than if there were only one book shown; and each person is more likely to see some title that interests him."

Advice To The Publishers

"If a publisher were to launch some national advertising to feature some book then it might be worth our while to give a window to link up with such advertising. When the publishers do this we will change our window-dressing policy—and they can start as soon as they like. The American magazine publishers use more space in our daily papers than any of our book publishers in Canada.

"In my opinion, it would be much more valuable to them, too, if they sent copies of the new books to the booksellers for review instead of sending them to newspapers in the hope of gettting a few inches of free advertising. We are the ones to sell the books and we should have a chance to back our own judgment in buying new titles."

A. T. Porteous Dead—Albert T. Porteous, for many years a well-known and highly respected resident of Cornwall, died at the General Hospital. He was born in England 73 years ago, and for almost 50 years resided in Cobourg, Ont. His wife died several years ago. In his younger days Mr. Porteous was engaged in the stationery and photographic business, but of late was interested only in insurance.

Discouraging Impression — "People don't read Dickens as much as they used to."

"No," replied Miss Cayenne. "The illustrations in most Dickens publications discourage a reader at the outset. They show people whose clothes are so terribly out style."—Washington Star.

Germans Seek Trade—An instance of the manner in which the Germans are trying to regain their hold in the markets of the world, hiding the old-time "made in Germany" trade mark, has been furnished the Canadian Manufacturers' Association in Montreal, P. Q., in a letter from a Berlin firm trying to secure Montreal connections. This came in the way of a circular letter with catalogues, sent to a Montreal firm dealing in art goods and stationery supplies.

All About The U. F. O.—One of the Christmas books this year will be an autobiography of the United Farmers of Ontario. Premier Drury is writing of the movement as a whole; J. J. Morrison has been assigned to write the political aspect; W. L. Smith will outline the early agrarian movement; Col. J. S. Fraser will tell of farmers' experiences in running a newspaper; W. C. Good will reveal the economic reasons for the U. F. O., Mrs. George Brodie will write of what the United Farmer women of Ontario have done.

News Travels Fast—As an indication of the rapid manner in which Americans, even though living a long distance away, pick up any information concerning Canada, N. M. W. J. McKenzie of Fort William, Ont., states that he had received an order for his book "The Men of The Hudson's Bay Company" from the chief librarian of the public library, Seattle, Washington. Mr. McKenzie mailed a copy to Seattle. Some 1,000 copies of this wonderfully descriptive book have been published as its first edition and about 700 of these are now in circulation.

Opens In Halifax—A. H. Booth has recently opened a stationery business at 70 Agricola St., Halifax, N. S.

Author Offers Reward—James Oliver Curwood, author of many stories of the Canadian north west and of numerous animal stories is mourning the loss of one of his prize English setters. He found the dog dead of poisoning. Curwood has offered a $1,000 reward for capture of the person responsible for the animal's death. "I would give $25,000 to have him back," he said.

New Manager Named—P. R. Festing who has been in charge of the wallpaper department of Baldwin, Robinson, Limited, St. Thomas, Ont., for the past two years, has resigned. Walter Patterson, who has been connected with this department for some time, has been appeoited in his place. Mr. Patterson was formerly connected with the R. Duncan Company, of Hamilton.

Organizing New Section—Arthur Stringer has received authority to organize a Western Ontario section of the Authors' Association of Canada, and it is probable that steps will be taken shortly toward organization. The territory embraced by the Western Ontario section with headquarters in this city, will for the present extend some distance east of London.

That quantities of German booklets containing insulting references to Great Britain and the other Allied nations were being rushed into Canada, and that the practice must cease immediately, were the opinions expressed by high officials of the Dominion Command, Great War Veterans' Association. These booklets, it was alleged were being received by persons in positions of authority and without the consent of the recipients.

"Janey Canuck" For Senate.—The Mrs. (Judge), Murphy, Police Magistrate Mrs. (Judge- Murphy, Police Magistrate at Edmonton, Alta., for woman and child offenders, and known widely to the reading public for writing racy, original and picturesque books under the pseudonym of "Janey Canuck." If she is not appointed, it will not be for lack of whole-hearted advocacy by organizations of women in Canada. Mrs. Nellie McClung, author of "Sowing Seeds in Dan-Ny" and other books, one of the pioneers in the feminist movement of the West, lately elected to the Alberta Legislature at Edmonton, and a foremost speaker at temperance and polictical ralies, called on Premier Meighen recently to urge this appointment.

Hall Caine Recollections—Sir Hall Caine has recently completed a new novel, "The Master of Man," his first by the way, for eight years, which is being placed on the Canadian market by the Ryerson Press, Toronto, and he has made this the occasion of the writing of a story of reminiscences, which, at his own suggestion has been placed with half a dozen representative papers in Canada which have given a good deal of attention during the last few years, to literary matters.

School Books Destroyed—The business section of Stratford, Ont., was threatened by a fire in the store of the Stratford Hardware Co. on Wellington street. The store was closed, and the fire was noticed just before 5 o'clock, having begun in an unknown manner toward the rear, where the oils and paints are located. The fire was under control in less than an hour, but the damage was severe, not only to the hardware stock but to the adjoining places of business, the Myers Hardware Company's store on the north and the Patterson Book Store on the south. Both these places were flooded with water, and the loss will run into the thousands. Among the damaged stock in the Patterson Book Store was the fall supply of school books.

New Man At Helm—J. S. Bane has taken over the stationery and tobacco business of William Hutchins in Toronto.

Business Changes Hands—A. F. Carr, dealer in stationery and tobaccoe's, Toronto, has been succeeded by Alfred Capp.

Text Book Shortage—There is a shortage of school books, due, it is alleged to the printers' strike. High school pupils who have just graduated from the public and separate schools have been unable to procure the necessary supply in several instances.

Good Reading Month—That August was in no wise an "off month" at the Toronto public libraries is shown in the regular monthly statistical return issued by Dr. Locke, Chief Librarian. College street branch led in the list of "increases," with 7,000 over the preceding month. A healthy increase was noted also at the following branches:

Dovercourt, Riverdale, Church, Yorkville, Queen and Liscar, Western, Northern, Earlscourt, Beaches, Eastern and High Park.

Talk Free Text Books—In view of the fact that the enforcement of the Adolehcent School Attendance Act with the opening of the school term in the Fall will draw into the High Schools many buys and girls now contributing toward the support of their families, the Board consideration a plan to furnish the text books free. It is estimated that $25,000 would be required for this purpose. The move would be welcomed by the poorer families, though one of the difficulties at present is to determine the course which the pupils would be taking and the books they would require.







IMPORTED TEA CADDY

The Japan Paper Company, 109 East 318 St., New York, are showing an importation of Tea Caddies from Japan, which, aside from being mighty attractive can be used as Tea and Spice Canisters—also as cigarette, cigar and tobacco containers. The bases of these tea containers are of tin, and are covered with enamel and decorated in gold as shown in the cut. These are carried in stock and the Japan Paper Company are confident that the gift trade in general will be interested in hearing of these.



Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

Thomas Allen, Toronto, is now on his second ten thousand of Nellie McClung's "Purple Springs."

Thomas Allen, Toronto, promises for publication next month "Success," a new novel by Samuel Hopkins Adams.

Lady Norah Bentinck, a relative by marriage of the man Count Bentick, who has given the exiled Emperor an asylum, has written a vivid sketch entitled, "The Ex-Kaiser in Exile." (Hodder & Stoughton). In no unkindly spirit, though she is an Englishwoman who has lost near relatives in the war, she has drawn aside the veil of seclusion, and has portrayed the exile of Amedongen and Doorn.

B. W. Huebsch, Inc., announces an unusual Christmas book about the Tony Sarg marionettes which have been drawing large audiences in New York for two seasons. Mr. Sarg tells all about his experiences with marionettes since he first began experimenting with them in his London studio, and reveals how the most puzzling feats of his toy puppets are performed. The book is designed especially for children with instructions for making marionettes and for putting on marionette shows at home.

Ruth Sawyer's "The Silver Sixpenec," recently published in Canada by the Musson Book Company, is one of her most "human." She is now working on a new England novel whose heroine happens to be a "throw back" from three distinct race inheritances—a sea-faring forebear from Plymouth, England, an Irish Celt, and an Indian.

B. W. Huebsch, Inc., announces "The German White Book of May 1915." This is the German Government's official defence against the charge of military atrocities in Belgium. The translation is made by E. N. Bennett, late Captain of the 4th Battalion, Oxford and Bucks Light Infantry and formerly Fellow of Hertford College, Oxford.

New editions of Juveniles of importance for Canadian boys and girls are being brought out this Fall by the Musson Book Company. They are; "Around The Campfire"—Charles G. D. Roberts; "Two Boy Tramps Cross Canada"—Macdonald Oxley; "The Wilderness Campers"—James C. Hodgins, and "The Girls of Miss Clevelands"—Beatrice Embree. All four books are laid in Canada and have been best sellers for some time.

Kathleen Norris, whose new novel, "The Beloved Woman," last month left the presses of S. B. Gundy, Toronto, is a strong advocate of the value of the outdoor life and sports in developing healthy, happy children, and has made of her ranch in California an ideal home. On the grounds is a large swimming pool for her two sons, their young cousins and friends.

On September 16th, Doubleday, Page and Co., published Dr. Talcott Williams' study of the Near East under the title "Turkey, A World Problem of To-day." Dr. Williams is a veteran journalist and director of the School Journalism at Columbia University, and although he has the point of view of an American citizen, he knows Turkey and its problem from the inside.

Somebody has written a book called "Mirrors of Washington," published by G. P. Putnam's Sons, which is likely to be the talk of the American Capital for the rest of the year.

William McFee's new book, "Harbors of Memory" which Doubleday, Page & Co., promise this Fall, is dedicated to Christopher Morley "because," says Mr McFee, "to him I owe my real initiation into the ranks of what one witty American journalist has called the I. W. W.—the Industrial Writers of the World."

Percy Brebner made his reputation as a novelist of the Cloak and Sword school. This style of novel has gone out of fashion, so Mr. Brebner has tried his hand at a modern problem romance. In "The Top Landing" (Fisher Unwin) Mr Brebner shows that he has an unusual knowledge of human nature and is able to tell a charming love story.

Sir Francis Younghusband has been a great traveller who has used his opportunities well for realizing the infinite wonders of the world; and although in the preface to his new book, "The Heart Of Nature," which Mr. Murray, London, is publishing, he regrets the "inadequate use of his splendid opportunities," there is ample evidence in his published works that he has used well his eyes, his imagination and his heart.

Mr. Fisher Unwin will publish a new volume of Parliamentary reminiscences, "Lords and Commoners," by Sir Henry Lucy, this month. Here Mr. Lucy writes of the oratory of Mr. Balfour and Mr. Asquith, of Disraeli, of what the House of Commons was in Disraeli's time, of Mr. Winston Churchill, Lord Rosebery and other Parliamentary figures and matters. There are interesting papers on the New Journalism, how Royalty travels, and other subjects of general interest.

"All Roads Lead to the Book Store"

The general idea for selling books in October might be embodied in the phrase "All Roads Lead to the Bookstore." During this month, churches, schools, libraries and all other community institutions are readjusting their machinery and endeavoring to get more completely in touch with old friends and new. All these institutions should have their direct relations with the bookstore and so, too, should clubs which are making programs, night classes starting up in factory and workshop, and, in fact, every group that stands for instruction or entertainment in the community. Every assistance should be provided to help the dealer emphasize the fact that "all roads lead to the bookstore," to help him check up his mailing lists, find what groups should be ready for study or reading courses, and by what method old customers could be made to start again their bookshop habits, and new potential customers be brought into the habit of book-buying.

"The Marriage of Susan" is the title of Mrs. Helen R. Martin's new novel which Doubleday, Page and Company published on September 16. The book is the history of Susan's two lovers, brothers, one who loved and deceived her and the other who became her husband.

Caruso Records Popular—All dealers report increased sales of Caruso records. "The sadness of his taking off when still a young man, and his great popularity, turned people's thoughts to him," is the way one dealer accounted for the increase. "The impetus comes because people know that the records will be very valuable in years to come, and peole should care for them," said another dealer.

The October publications of Small, Maynard and Company will include "The Best Plays of 1920-1921," the year book of the American stage, by Burns Mantle; "World Revolution," by Nesta H. Webster, already in a fourth edition in England; "Jack O'Judgment," by Edgar Wallace; "The Girl of Ghost Mountain," by J. Allan Dunn, and an illustrated edition of "The Adventures of Don Quixote," by Edwin Gile Rich.

Frances Nickawa, full blooded Cree Indian maiden of Canada, who has had great success in reciting the poems of the late E. Pauline Johnson in Canada, is now making an extended tour of England to further her work abroad. The complete poems of Pauline Johnson were first brought out in Canada by The Musson Book Company under the title of "Flint and Feathers" a volume containing poems which have now become classics in Canada. Her poems are republished in a new illustrated edition by The Musson Book Company of Canada this Fall and will be interpreted by Miss Nickawa who is looked upon by friends and an admiring public as the logical successor of Miss Johnson upon the lecture platform and in literary effort.

LATEST IN CALENDERS

The Defiance Manufacturing Company, 384-386 Broadway, New York, has just issued a catalogue of their Stationers' Calendars for 1922. It is claimed that the company now has the largest and most complete line of calendars ever carried by any one house, the majority of which are personally manufactured and controlled. Gem, Premier Deskaid, Favorite and Defiance are the new lines on which emphasis is being placed. The Premier Deskaid is claimed to be the best and cheapest calendar yet produced, being ornamental and so made that it will not scratch the desk. Splendid illustrations of the calendars in stock are produced.



The late Eleanor Porter, whose last book, "Sister Sue," is still a big seller on Thomas Allen's Fall lists.

A Number of New Books This Fall From the Pens of Canadian Authors

THAT Canadian Authors are fairly active is indicated by the offerings to the reading public, shown by the Publishers' Fall lists. The house of McClelland and Stewart announce for Fall publication new novels by a number of well-known Canadian writers, together with first books from several new authors. Ralph Connor, (Rev. C. W. Gordon, Winnipeg) writes of the worker and the employer and problems of unrest in "To Him That Hath"; H. A. Cody of St. John, N. B., has a tale of the St. John River, "Jess of the Rebel Trail;" Robert Watson of Vernon, B. C., tells of grain thieving, cattle rustling, and other forms of "graft," and weaves therewith a charming love story in "The Spoilers of the Valley;" a romance of the Coast and the mountains is provided by Isabel Ecclestone Mackay in "The Window Gazer;" W. A. Fraser follows up the success of "Bulldog Carney" with another striking character of the Wild West in "Red Meekins;" L. M. Montgomery sketches the career of the daughter of "Anne" of "Green Gables" fame in her new novel "Rilla of Ingleside;" something really new in Canadian fiction is presented in Lillian Vaux MacKinnon's "Miriam of Queen's" which is primarily a story of University life in Kingston at the time of Principal Grant—the first real "University story" in Canadian literature; the romance of a young Ontario teacher is charmingly told by Nina Moore Jamieson in "The Hickory Stick," a novel which was written amid the distractions of a busy life on the farm; "The Quest of Alistair" sketching the adventures of a young Scot on a B. C. ranch is by Robert Allison Hood of Vancouver; Lacey Amy, known in Canadian journalistic fields, under the pen name "Luke Allan" has written two lively cowboy stories of the Cypress Hills—"Blue Pete; Half-Breed" and "The Lone Trail;" Marian Keith has created a lovable and quaint new child character in "Little Miss Melody" of Cherry Hill; Arthur Stringer has two books "The Wine of Life" a love story of Bohemian New York, and "Are All Men Alike?" a thrilling tale of adventure; a collection of poems by Bliss Carman, one by Duncan Campbell Scott, and one by Mary Josephine Benson of Port Hope, will be welcomed by poetry lovers; an anthology of "Later English Poems" covering the years 1900-1921, has been edited by J. E. Wetherell, B. A.—Saturday Night.

A VALUABLE CATALOGUE

An attractive and serviceable specialty catalogue of stationers' specialties and staples has just been issued by Kimpton, Haupt and Co., 53 Beekman Street, New York. The lines offered are all described in simple manner and splendidly illustrated. A price sheet accompanies the book but prices are not published in the catalogue itself, space and rulings having, however, been provided in connection with each article so that the retailer may put in his own quotations. The book, it is evident, has been produced with an eye towards making everything convenient for the retailer.

New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

COPP CLARK COMPANY,

517 Wellington St. W., Toronto.

Fiction

The Flaming Forest; Jas. Oliver Curwood; cloth; $2.00.

King—of Kearsarge; Arthur O. Friel; cloth; $2.00.

Pawned; Frank L. Packard; cloth; $2.00.

The Pride of Palomar; Peter B. Kyne; cloth; $2.00.

Juvenile

The Teenie Weenie Man's Mother Goose, $2.25.

The Teenie Weenies Down the River, $2.25.

S. B. GUNDY PRESS,

25 Richmond St. W., Toronto.

Fiction

Gift of Paul Clermont; Warrington Dawson; cloth; $1.90.

Married; Marjorie Benton Cooke; cloth; $1.90.

McLoughlin and Old Oregon; Eva Emery Dye; cloth; $1.90.

Patteson of the Isles; Mary H. Debenham; cloth; $1.35.

Vera; Elizabeth; cloth, $1.90.

Non-Fiction

Dante; Heloise Durant Rose; cloth; $2.50.

Europe Since 1870; Edward R. Turner; cloth; $3.50.

The Evolution of World-Peace; F. S. Marvin; cloth; $3.00.

From a Modern University; Arthur Smithells; cloth; $4.00.

Turkey—A World Problem To-day; Talcott Williams; cloth; $3.50.

Twenty Years; Cyril Alington; cloth; $4.00.

HODDER & STOUGHTON, LTD.

263 Adelaide St. W., Toronto.

Fiction

The Arrant Rover; Berta Ruck; cloth; $1.75.

Curate's Promise; John Law; cloth; 75 cents.

Garden of Memories; Henry St. John Cooper; cloth; $2.00.

The Man Who Almost Lost; Joseph Hocking; cloth; $1.50.

A Moorland Mystery; Harry Harding; cloth; $1.75.

The Open Verdict; William Le Queux; cloth; $1.75.

The Privet Hedge; J. E. Buckrose; cloth; $1.75.

The Rajah's Daughter; F. E. Penny; cloth; $1.75.

Vanished Gods; Clive Desmond; cloth; $1.75.

The Willing Horse; Ian Hay; cloth; $1.75.

Wintergreen; Janet Laing; cloth; $1.75.

In order to give space to the Canadian Book Week and Children's Book Week Campaign it has been found necessary to hold over until next month the Fall List of Non-Fiction. This, however, will be presented in good shape in the November issue.

Non-Fiction

The Book of a Naturalist; W. H. Hudson; cloth; $3.50.

The Crisis of the Naval War; Viscount Jellicoe; cloth.

From Gladstone to Lloyd George; A. MacKintosh; cloth; $4.50.

A History of the Nations; John Buchan; cloth; per vol., $3.50.

The Lore of the Honey Bee; Tinkner Edwardes; cloth; $2.00.

Earl of Rosebery Library edition; 2 volumes; cloth; $10.00.

Miscellanies, Literary and Historical;

EARL OF ROSEBERY, LIBRARY ED., 2 VOLS., $10.00.

Juvenile

Fabre's Book of Insects; $6.00.

Arthur Mee's Hero Book; cloth; $3.

THE MUSSON BOOK COMPANY.

263 Adelaide St. W., Toronto.

Fiction

Broken to the Plow; Charles Caldwell Dobie; cloth; $2.00.

The Empty Sack; Basil King; cloth; $2.00.

The Gauntlet of Alceste; Hopkins Moorhouse; cloth; $1.75.

The Highest Bidder; Anonymous; cloth; $1.75.

The Lobstick Trail; Douglas Durkin; cloth; $1.75.

Mile High; Henry C. Rowland; cloth; $2.00.

"Oh Shoot!"; Rex Beach; cloth; $3.50.

Rich Relations; Compton MacKenzie; cloth; $2.25.

When Egypt Went Broke; Holman Day; cloth; $2.00.

What Made Lincoln Laugh; Russell H. Conwell; cloth; $1.75.

Non-Fiction

The Car That Went Abroad; Albert Bigelow Paine.

The Ex-Kaiser in Exile; cloth; $3.50.

Getting What We Want; David Orr Edson; cloth; $2.75.

More That Must Be Told; Sir Philip Gibbs; cloth; $3.00.

Reminiscences of a Raconteur; George H. Ham; cloth; $3.00.

Why Die So Young; Dr. John B. Huber, cloth, $2.25.

Juvenile

Around the Camp Fire; Charles G. D. Roberts; cloth; $1.25.

The Boy Tramps, or Across Canada; Macdonald Oxley; cloth; $1.25.

Catty Atkins, Riverman; Clarence Budington Kellan; cloth; $1.75.

The Trail Makers Boys' Annual, $2.50.

Wilderness Campers; James C. Hodgins; cloth; $1.25.

RYERSON PRESS.

299 Queen St. W., Toronto.

Fiction

The Borough Treasurer; J. S. Fletcher; cloth; $2.00.

Dark Geraldine; John Ferguson; cloth; $1.75.

Ella Keeps House; Jessie Champion; cloth; $1.75.

Far to Seek; Maud Diver; cloth; $2

Free Hand; B. A. Clarke; cloth; $1.75

Grim; the Story of a Pike; Svend Fleuron; cloth; $2.00.

Helen of the Old House; Harold Bell Wright; cloth; $2.00.

House in Queen Anne Square; W. D Lyell; cloth; $2.00.

Hall and the Grange; Archibald Marshall; cloth; $2.00.

In the Claws of the Dragon; George Soulie de Morant; cloth; $3.00.

Master of Man; Hall Caine; cloth; $1.75.

Pan; Knut Hamsun; cloth; $2.00.

Quill's Window; Geo. Barr McCutcheon; cloth; $2.00.

Snow Shoe Trail; Edison Marshall; cloth; $2.00.

These Young Rebels; Frances R Sterrett; cloth; $2.00.

Too Old for Dolls; Anthony M. Ludovici; cloth; $2.00.

Under Desert Stars; Kathlyn Rhodes; cloth; $1.75.

White Shoulders; George Kibbe Turner; cloth; $2.00.

Yellow Men and Gold; Gouverneur Morris; cloth; $2.00.

Zellby; Henry G. Aikman; cloth; $2.50.

Non-Fiction

An Anthology of Modern Verse; chosen by A. M.; cloth; $2.00.

At the Supreme War Council; Capt. Peter E. Wright; cloth; $1.75.

The Book of Birds for Young People; F. Schuyler Mathews; cloth; $3.50.

Experiences of a New Guinea Resident Magistrate; Capt. C. A. W. Monckton; cloth; $5.00.

The Glass of Fashion; A Gentleman with a Duster; cloth; $3.00.

Notes on Life and Letters; Joseph Conrad; cloth; $2.25.

Remarkable Rogues; Charles Kingston; cloth; $3.50.

THOMAS ALLEN, Publisher,

366 Adelaide St. W., Toronto.

Fiction

Children of the Whirlwind; Leroy Scott; cloth; $2.00.

The Golden Parrot; Frederick Fanger; cloth; $2.00.

In Pawn; Ellis Parker Butler; cloth; $2.00.

The Lighter Side of School Life; Ian Hay; cloth; $2.00.

Purple Springs; Nellie L. McClung; cloth; $2.00

The Rough Crossing; Sylvia Thompson; cloth; $2.00.

Snow Blind; Katharine Newlin Burt; cloth; $1.65.

Three Loving Ladies; Mrs. Dowdall; cloth; $2.00.

When Polly Was Eighteen; Emma C. Dowd; cloth; $2.00.

Non-Fiction

Make Your Own Hats; Mrs. Gene Allen Martin; cloth; $1.65.

Mostly About Trout; Sir George Aston; cloth; $2.75.

McCLELLAND AND STEWART

Fiction

Anne of the Marshland; Lady Byng; $2.00.

Barriers; Lady Byng; $2.00.

Mrs. Bindle; Herbert Jenkins; $1.75.

The Luminous Face; Carolyn Wells; $2.00.

Buff: A Collie; Albert Payson Terhune; $2.00.

Casey Ryan; B. M. Bower; $2.00.

Mr. Waddington of Wyck; May Sinclair; $1.75.

The Come Back; Carolyn Wells; $2.00.

The Education of Eric Lane; Stephen McKenna; $2.00.

The Hickory Stick; Nina Moore Jamieson; $2.00.

The Indiscretions of Archie; P. G. Wodehouse; $2.00.

Jess of the Rebel Trail; H. A. Cody; $2.00.

Little Miss Melody; Marian Keith; $2.00.

Miriam of Queens; Lilian Vaux MacKinnon; $2.00.

The Obstacle Race; Ethel M. Dell; $2.00.

Quin; Alice Hegan Rice; $2.00.

Red Meekins; W. A. Fraser; $2.00.

Rilla of Ingleside; L. M. Montgomery; $2.00.

Rosaleen Among the Artists; Elizabeth Holding; $2.00.

Sight Unseen and Confession; Mary Roberts Rinehart; $2.00.

The Spoilers of the Valley; Robert Watson; $2.00.

The Trembling of a Leaf; W. Somerset Maugham; $2.00.

The Thirteen Travellers; Hugh Walpole; $2.00.

The Window Gazer; Isabel Ecclestone MacKay; $2.00.

If Winter Comes; A. S. M. Hutchinson; $2.00.

Non-Fiction

A General History of Porcelain; Wm. Burton; 2 vols. $30.00.

Bill Boram: a Ballad; Robert Norwood; $1.50.

The Circus and Other Essays; Joyce Kilmer; $2.75.

Constructive Socialism; Ramsay MacDonald; $1.75.

Lampshades and How to Make Them; Olive Earle; $2.75.

Left Half Harmon; Ralph Henry Barbour; $2.00.

The Life of Christ; Rev. R. J. Campbell; $3.00.

A Political Pilgrim in Europe; Mrs. Philip Snowden; $2.50.

Mr. Punch's History of Modern England; Charles L. Graves; vols. 1 and 2; in 4 volumes, the set, $20.00.

The Tragedy of Lord Kitchener; Viscount Esher; $3.00.

The Victorious Banner; Rev. A. R. Gordon; $1.50.

The Wages of Labour; William Graham; $1.75.

Juvenile

The Wishing Stone Series; (1) Tommy and the Wishing Stone, (2) Tommy's Wishes Come True, (3) Tommy's Change of Heart; by Thornton W. Burgess; each, $1.25.

The Jack-in-the-Box Series; (1) At Green Acres, (2) The Queer Little Man, (3) The Bottle Imp, (4) Poppy's Pluck; by Marian Ames Taggart, each, $1.50.

GEORGE J. McLEOD

Fiction

Kit Musgrave's Luck; Harold Bindloss; cloth; $2.00.

Prince Cinderella; Grace Alexander; cloth; $2.00.

Real Life; Henry Kitchell Webster; cloth; $2.00.

The Sheriff of Silver Bow; Berton Braley; cloth; $2.00.

Youth Triumphant; George Gibbs; cloth; $2.00.

Non-Fiction

Cape Cod Ballads and Our Village; Joseph C. Lincoln; cloth; $3.50.

MACMILLAN CO. OF CANADA

Fiction

Joan and Peter; H. G. Wells; $1.25.

Non-Fiction

American Police Administration; D. Graper; $4.00.

Book of English Verse; L. S. Word; $1.10.

Diseases of the Lungs; Brockbank & Ramsbottom; $1.50.

Eng. Woollen and Worsted Industries; R. Lipson; $3.15.

The First Assembly; Oliver Brett; $1.10.

The Gospel and the Plow; S. Higginbottom; $1.50.

Grammar and Practice; Frazee and Wells; $1.10.

The Pulpit and American Life; A. S. Hoyt; $2.90.

The Principles of Taxation; Josiah Stamp; $3.15.

The Problem of Christian Unity; Cadman and Others; $2.00.

The Sex Complex; Bell W. Blair; $5.50.

Squint; Claud Worth; $3.50.

Statesman's Year Book; Keltie and Epstein; $6.00.

The World in Revolt; Gustave Le Bon; $4.00.

What Shall I Think of Japan; George Gleason; $2.00.

Juvenile

The Backwoodsmen; Chas. G. D. Roberts; $1.10.

Children of the Wild; Chas. G. D. Roberts; $1.10.

The Feet of the Furtive; Chas. G. D. Roberts; $1.10.

Hoof and Claw; Chas. G. D. Roberts; $1.10.

Jim, a Story of a Backwood's Police Dog; Chas. G. D. Roberts; $1.10.

Kings in Exile; Chas. G. D. Roberts; $1.10.

Neighbors Unknown; Chas. G. D. Roberts; $1.10.

The Secret Trails; Chas. G. D. Roberts; $1.10.



Three of the latest Fall models are shown above. At the top is a bag in Paisley Grain, made in brown and grey. In the centre is shown a Spider Grain "Swagger" in grey, brown, blue and black, while below is a Rhino Grain "Vanity" in black, brown, grey and navy. Illustrations by courtesy of Canadian Leather Products, Ltd.

NEW GOODS—MISCELLANEOUS—NOVELTIES

SHOWING LEATHER GOODS

Ormiston & Glass, Ltd., Saracens Head, Snowhill, London, E. C., novelty leather goods manufacturers, have taken a considerable sales display space in the Luggage and Leather Goods Division of the Bush Terminal Sales Building, New York, where they are showing a wide range of their line, including stationery case of all kinds, ladies' leather handbags, jewelry cases, portfolios, brief cases, billfolds, hair brush boxes, notebooks, and scores of similar items.

NEW LINE OF ERASERS

The Canadian I. T. S. Rubber Co., Ltd., Alpine Ave., Toronto, are now manufacturing rubber erasers for the stationery trade. This is the first company in Canada to go into this line of manufacture.

The trade name of the erasers being manufactured by the "I. T. S." is "Viceroy." Erasers are made in four sizes of the block type (Nos. 12, 24, 40 and 60) and in two sizes (large and small) of the bevelled end type. The circular typewriter eraser made by these people has been patented both in Canada and the United States. The feature of this eraser is the leaving out of the metal disk at the centre and in its place making an indention in the rubber so that the eraser can be grasped more solidly. The elimination of the metal disk also gives a longer life to the eraser as it can be used practically down to the very centre.

The company find that there is not much demand these days for other sized erasers than they are at the present time manufacturing and the same is the case with the combination eraser.



McClelland and Stewart include the above in their new games this fall. The game consists of a pistol and a colored target.

A NOVELTY GAME

McClelland and Stewart have just put on the market a new toy called "Ten Pins Up." This is made up of a flat box with glass cover, containing little weighted capsules which turn over when the box is shaken. The object of the game is to put these little "men" in a series of holes. The game is rendered more difficult than ordinary games of this nature by the fact that the player often gets nearly all the "men" in their places only to have one or more knocked out by a round lead ball which rolls around the floor of the box while the player is endeavoring to get the men in their places.

ADDITION TO PENCIL FAMILY

New "Venus" For Stenographic And Other Office Use

The American Lead Pencil Compan 220 Fifth Avenue, New York, has recen ly added to its famous "Venus" famil of quality pencils, a new member; round "Venus," containing a soft lea especially suitable for stenographic u and other office purposes. The new pe cil is manufactured in the distincti green water-mark finish by which t "Venus" family is recognized throug out the world; the only difference in i appearance being this new round shap

NOVELTIES ARE POPULAR

No Abatement Noticed in Demand f Leather Goods

The past month has shown no abat ment in the demand for leather goo and manufacturers are still working capacity. The demand continues f novelty styles and the swagger bag still the favorite; in fact, all the styl reported in the last issue of "Booksell and Stationer" continue in popularit

An increased demand has been not for velvet bags and an increased activi in appropriate gift lines, including c lar boxes, writing folios and music rol

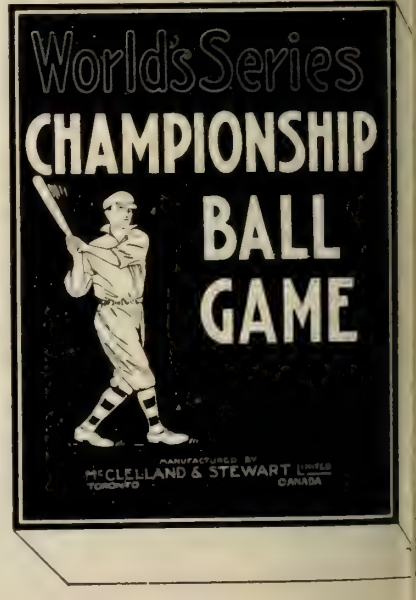
There still seems to be a good dema for patent leathers, particularly in En lish Avenue bags and large-sized t handle purses. The manner in whi the patent leather bag offsets to adva tage the other wearing apparel is pr bably the feature appeal of this bag a is responsible for its lasting popularit

It has been noted that the trade beginning to order in more normal qua tities and to carry more representati stocks.





These are three of the new games being [illegible] this Fall by McClelland and Stewart. A metal flipper and a round fibre disk are used in the first; four colored globules in the second and a spinning board and wooden man in the third.



WELDON ROBERTS
Rubber Erasers

399 Tri-Ply Erasers

have won their way to the front by reason of their usefulness—they can be used by more kinds of workers than any other eraser.

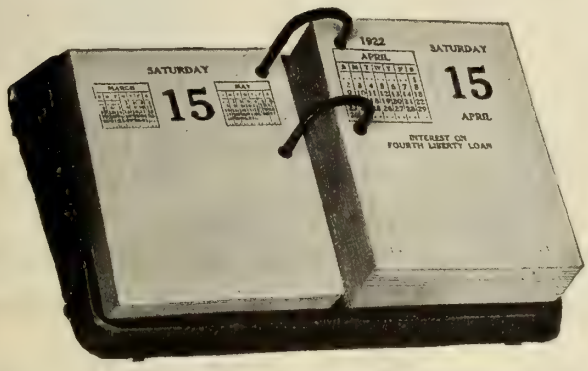
Weldon Roberts Rubber Co. Newark, N.J. U.S.A.

Defiance Improved Gem and Jumbo Gem
CALENDARS

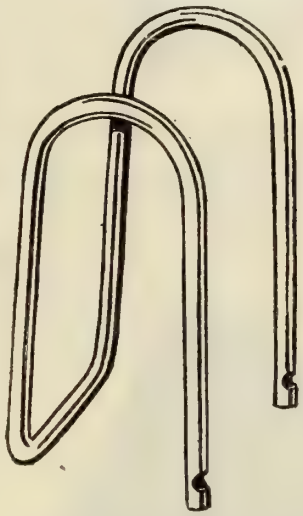
Pads Printed on High Grade Bond Paper

Patent Applied For

No better Calendar Stand has ever been placed before the buying public.



A Calendar Stand made on attractive lines. An ornament to any desk.



Arch of steel spring wire which can be attached to the stand very readily.

Gem Base	6¾ x 4½	inches
Bond Pad	3¾ x 3	inches
Jumbo Gem Base	9 x 7	inches
Bond Pad	3¾ x 6	inches

Bases finished in Black, Oxidized, Nickel Plate and Brass Plate
Made of Heavy Stamped Steel, with Feet also Solid Brass

Cut shows full size of new arch
No nuts to loosen or threads to wear
Just springs into place

Write for new complete catalogue.

Pads and Stands Ready for 1922.

Defiance Manufacturing Co., 384 Broadway, N. Y.

WHOLESALE STATIONERS OPERATING THEIR OWN GLASS FACTORY

LOW PRICES FOR

ASSORTED BARREL SHIPMENTS DIRECT FROM THE FACTORY.

Inkstands—Square, "Safety," "Practical." **Mucilage Stands**—3 styles, 7 sizes. **Paper Weights**—Knob (round and oblong), Octagon, Oblong and Round. **Pen Blocks**—3 patterns. **Pen Trays**—4 patterns. **Pin Cups**—6 patterns. **Sponge Cups**—8 round, 2 hexagon and the "Reservoir." **Glass Roll Moistener.**

A small stock of a few selections will make a barrel quantity.

Write for prices, indicating your preferences.

All Stationers' Glassware packed in printed paste-board boxes showing picture, number, size and quantity of contents—no marks of the manufacturer.

SEND FOR THE NEW SPECIALTY CATALOGUE—JUST OFF THE PRESS.

In this catalogue may be found the barrel quantity of each article of Stationers' Glassware.

We manufacture, under the names of "Dixie," "Victor," "Royal" and "Gardner," 59 different styles of glass inkstands having ink-protecting, ink-saving tops.

KIMPTON, HAUPT & CO., 53 BEEKMAN STREET, NEW YORK, N. Y., U. S.A.

Robinson Products

Sure-Fire Sellers **Nationally Advertised**

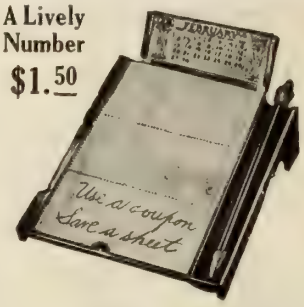
BRING XMAS BUSINESS

ROBINSON READIPAD

Use a Coupon, Save a Sheet

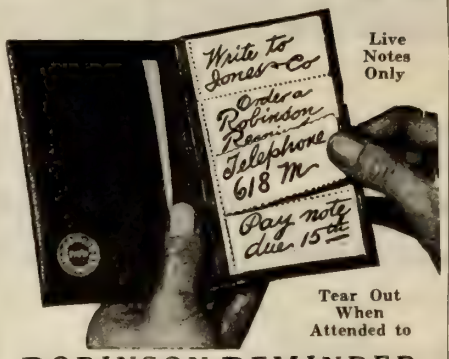
Never covered up with papers. For making notations which can be torn out without wasting a whole sheet. Mounted on a brass finished metal base with rubber feet. Perpetual calendar at the top. Pencil groove on the side. IT DRAWS BUSINESS TO YOU—TRY IT OUT.

A Lively Number
$1.50



Send all orders to

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WESTFIELD, MASS.



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ROBINSON REMINDER

THE WORLD MEMORY JOGGER.

Each memo a perforated coupon, which when attended to, is torn out leaving LIVE NOTES ONLY. No searching through obsolete notes. Everything ready for instant reference. There is a big business to be had.

ROBINSON REMINDERS with Extra Filler—	Size R 3x5 in.	Size A 3½x7 in.	Ladies' Sizes with Pencil Size L 2¾x3¾ in.
Robinson Leather	$1.00	$1.50	$1.25
Cross Grain	1.50	2.00	1.50
Cowhide	1.75	2.50	1.75
Calf Skin	2.25	3.00	2.00
Genuine Morocco	2.50	3.25	2.25
Genuine Seal or Pig Skin	3.50	5.50	
Silk			1.50
Patent Leather			1.75
Cloth (no extra filler)	.25	.50	
Imitation Leather	.75	1.00	1.00
Imitation Leather (no pocket)	.50		

DESK OR SHOP SIZES—Imitation Leather Covers, 4 1-2 x 6 1-2 in., $1.00. 5 1-2 x 8 1-2, $1.50

ROBINSON WASTE PAPER BAG

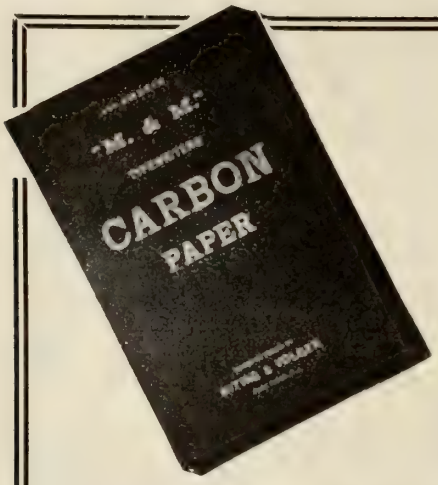
Saves Floor Space. Cannot Tip Over. Ver Accessible But Out of the Way. Easily At tached Without Marring. Always in Plac Step into an office where everything is spi and span and you distinctly scent the spir of progress. The ROBINSON WAST PAPER BAG is superior in every way t old style waste baskets. Sales draw repea business.

No. 10 to fit desk having a space between panels of 17 1-2 inches to 23¾ inches $3.5
No. 20 to fit desk having a space between panels of 24 inches to 30 inches....$3.7

Made of heavy duck.



CANNOT TIP OVER
OUT OF THE WAY
OUT OF SIGHT
ALWAYS HANDY



Always Offer "M & V" Brand When Selling Carbons and Ribbons

By so doing you will win the steady patronage of the really big buyers of carbons and ribbons, the customers who come back week after week for fresh supplies.

You cannot win that patronage with an inferior carbon. It is impossible to hold a customer when you are not giving him the best. Sooner or later he will hear of the superior product and you will lose his subsequent business. If you offer him Mittag & Volger Carbons and Ribbons today you may be assured of his steady custom. As long as he continues to be a user of carbons and ribbons he will send his business to you. You are the merchant who offers him only the best — Mittag and Volger brand.



MITTAG & VOLGER, Inc.

Principal Office and Factory: PARK RIDGE, N. J., U. S. A.
Agencies All Over the World.

Copyrighted A. L. P. Co., 1920



No. 557

Blue Band VELVET PENCILS

THIS old reliable pencil is looked upon by its host of users as the finest medium priced pencil made. It is the pencil, with the lead entirely free from grit, that outlasts all others in its class.

Made in round and hexagon—handsomely finished in walnut and fitted with gilt tip, with *identifying blue band* and finest pink erasive rubber.

The *hexagonal* made in the following degrees and numbers:

556	557	558	561
Soft	Soft Medium	Medium	Medium Hard

The *round* made in the following degrees and numbers:

559-1	559-2
Soft	Soft Medium

VELVET Pencils are also made in additional styles as follows:

527—Six inches long, with heavy gilt point protector —soft medium and medium.

811—Same as 527 but with 3½ inch pencil.

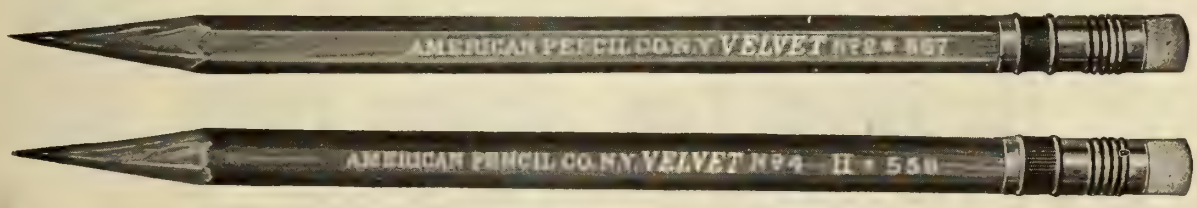
563—Full length with gilt pendant.

Write for samples and information regarding any number with which you are unfamiliar.

American Lead Pencil Co.

220 Fifth Avenue, New York

and London, England



Also made *without* tip in the four grades, round or hexagon



The Rags are Hand Sorted and Inspected. No. 3 of a Series

"From Rags to Writing Paper"

"SORTING" — Extreme cleanliness is a feature of high grade paper making. Every bundle of rags that enters the Mill is actually inspected by hand—all buttons, pins, etc., being discarded—the rags are then passed through a cutting machine prior to the final dusting process which they receive before going into the "Boilers."

Write for Brochure of manufacturing illustrations: "From Rags to Writing Paper," sent on request.

The Rolland Paper Company Limited

Makers since 1882 of Superfine Linen Record and other High Grade Papers

MONTREAL **MILLS at St. Jerome, P.Q. and Mont Rolland, P.Q.**

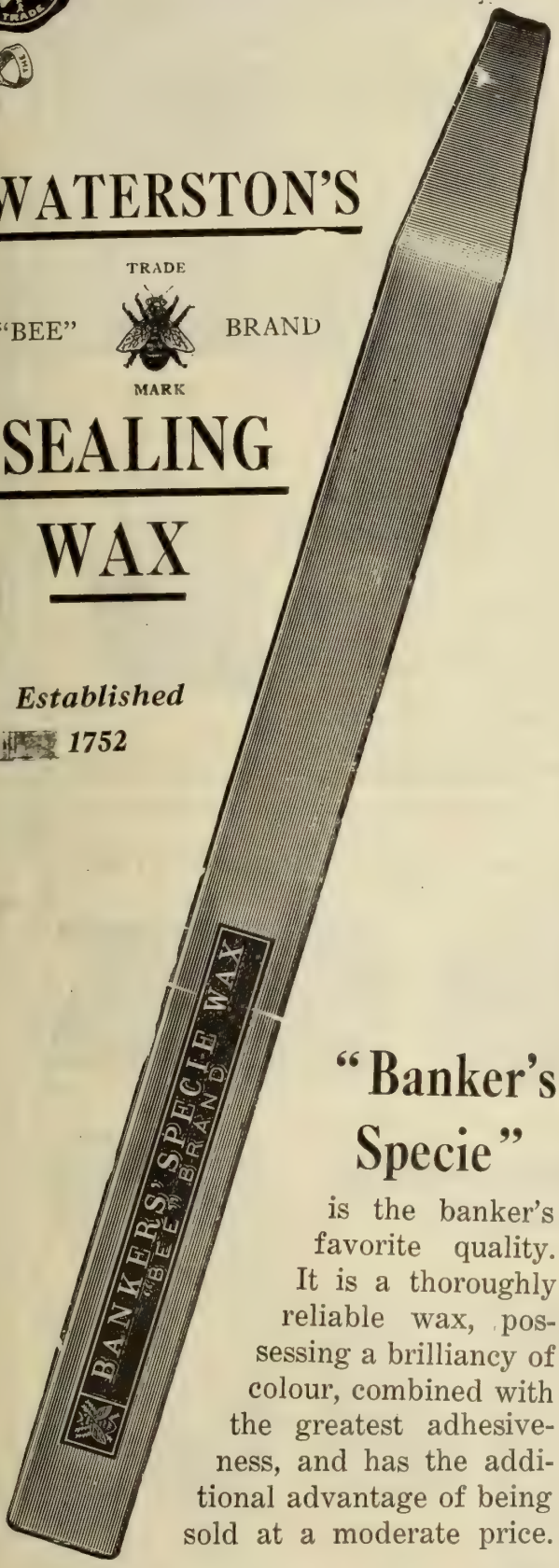
at the sign of the Bee

WATERSTON'S

TRADE "BEE" BRAND MARK

SEALING WAX

Established 1752



"Banker's Specie"

is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS LD
AND AT WARRISTON ROAD EDINBURGH
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CRAYOLA

GOLD MEDAL CRAYONS · FOR EVERY USE ·

Capitalizing On Reputation

PROGRESSIVE dealers and jobbers have long enjoyed steady and profitable sales of "Gold Medal" Crayons because of the favorable reputation earned by these products throughout the many classes of users.

The "Gold Medal" line is known as the very best in crayons—highest in quality as to product—colors most attractive—assortments that appeal to the buyer — conveniently packed—and so on, through the many details that have placed this line in its present position of vantage.

Good business judgment will prompt complete stocking of "Gold Medal" Crayons because of the many profitable avenues afforded for sales. We will gladly furnish suggestions for increasing your sales of these goods.

No. 8 "CRAYOLA"

Drawing Crayon for School and Home



Have you our latest catalog illustrated in colors? If not, let us know.

Binney & Smith Co.

81 Fulton Street - New York City

Harper Woodhead & Co.



Selsdon Road Works
CROYDON, ENG.

Established 1900

MANUFACTURERS OF

Fancy and Solid Leather Goods





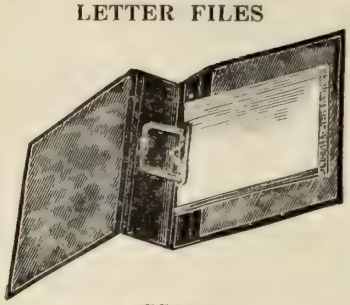
New Designs in Ladies' Hand Bags and Pochette Bags, Ladies' Purses, Portsea Purses, Manicure Cases, Letter Cases, Pocket Books, Treasury Note Cases, Blotting Cases, Dressing Rolls, Dressing Cases, Glove and Handkerchief Cases, Tie Cases, Music Cases, Book Holders, Attache Cases, Suit Cases, Trunks, &c., &c.





Write for New Catalogue Now Ready

LETTER FILES



SS1457

Stationers' Sundries and School Materials

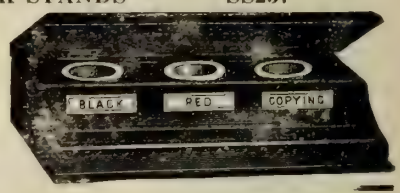
INK BOTTLE SS1297



SS138



INK STANDS SS237





SS 101



SS1252

TYPEWRITER ERASERS



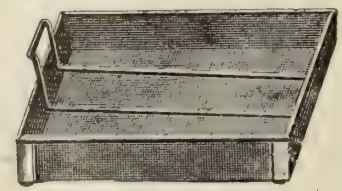
SS623

DAMPERS



SS 1495

WIRE LETTER TRAY



SS428

DATE CASE

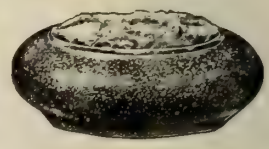


SS225

PEWTER INK

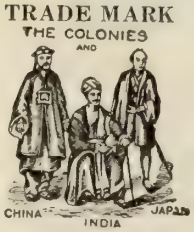


SS463



SS 1496

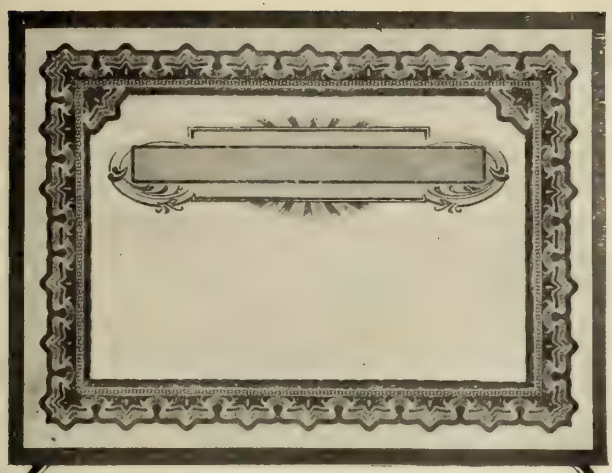
TRADE MARK



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LONDON, E. C. 3., England



Go to Goes for

The Goes Bordered Blanks

An original and diversified assortment of 75 styles of appealing border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3¼ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require refined, high-grade products.

Canadian Printers and Stationers are referred to
Grand and Toy Limited, Toronto,
Charles F. Dawson Limited, Montreal,
for further information regarding the Goes Blanks.

The Goes Printer's Helps

also include blanks for

Common-Law Certificates		*Bonds*
Stock Certificates		*Diplomas*
Interim Certificates	*and*	*Certificates of Award*

The Goes Art Advertising

Check-Book and Business Card Blotters

Monthly Service Cards	*Calendar Pictures*
Mailing Cards	*Calendar Mounts*
Blotters	*Calendar Cards*

Lithographed Calendar Pads

also

The Goes Artistic Greeting Cards

Entirely new Greeting Card and Blotter styles, designed especially for Good-Will Expressions, Christmas Greetings and Holiday Publicity, are now available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

41 West 61st Street, Chicago





—needed for a long time.

—successful wherever introduced

—welcomed by typists.

—used and endorsed by the largest concerns.

—sold by leading jobbers and retail stationers for over two years.

—there are big profits in it for you, too.

—a trial dozen will convince you.

—order now.

The Clarotype Company

Guy Block

Montreal





Made of Solid Brass, Highly Polished, and Nickel Plated, Filled in with Black

Made of Solid Celluloid, with Polished Ivory Blackened Figures, also Attractive Color Combinations.

Patented **"SPINIM"** Apr. 12th. 1921

SPIN THE DICE

THE LATEST NATIONAL CRAZE

NO SHAKING NO ROLLING

Famous as a parlor and after dinner pastime. Started like wildfire as a novelty—as it plays many games—including crap, for pastime, marbles and prizes. Most fascinating game that has struck the country in years. This fad will take your City by storm—Stimulate your sales by buying at once—**Be the First in Your Town to Handle This Article.**

Improved PUT AND TAKE Patented Top also manufactured in Solid Brass and Celluloid.

The Put and Take Started Spinning — Everyone Will Spin the SPINIM

Manufactured by

THE SPINIM COMPANY

59 Fourth Avenue - New York

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WORLD SURVEY SERIES OF MAPS.

NEW, REVISED AND UP-TO-DATE EDITIONS OF THE FOLLOWING MAPS HAVE JUST BEEN ISSUED

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Political map of the New Europe. Printed in full colours, size, 34 by 27 inches. Price 2/6 on paper, folded; 5/- mounted on cloth, folded; 8/6 mounted on cloth, rollers and varnished, as wall map.

AFRICA. **Scale, 1 : 12,000,000**
Political map printed in full colours, size, 30 by 32 inches (with inset maps). Price 2/6 on paper, folded; 5/- mounted on cloth, folded; 10/- mounted on cloth, rollers and varnished, as wall map.

AFRICA, CENTRAL and SOUTH Scale 1 : 5,000,000
Printed in full colours, with numerous inset maps, size, 32 by 40 inches. Price 2/6 on paper, folded; 5/- mounted on cloth, folded; 10/- mounted on cloth, rollers and varnished, as wall map.

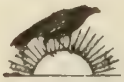
SOUTH AMERICA **Scale 1 : 10,000,000**
Printed in full colours, with insets of Town Plans, etc., size 27 by 36 inches. Price 2/6 on paper, folded; 5/- mounted on cloth, folded; 10/- mounted on cloth, rollers and varnished, as wall map.

NEW ZEALAND. **Scale, 33 miles to an inch.**
Coloured to show height of land, with several inset maps, size, 22 by 30 inches. Price 1/6 on paper, folded; 3/- mounted on cloth, folded; 7/6 mounted on cloth, rollers and varnished, as wall map.

LIST OF OTHER MAPS ON APPLICATION

JOHN BARTHOLOMEW & SON LTD.

DUNCAN STREET, EDINBURGH.





ANNOUNCEMENT

Copies of our New Blank Book Catalogue have been mailed to the Blank Book and Stationery Trade throughout Canada.

Kindly advise us if you have not received your copy.

W. V. Dawson, Limited

MONTREAL

TORONTO OTTAWA QUEBEC

CARTER DEALERS
in Canada

Figure it this way!

1. That when they sell Carter fountain pen fuel to fountain pen owners, they are not taking any chances with an unknown and inferior ink—

2. That they can't afford to take a chance—because John Smith wants the best quality ink for his pen, and knows that such an ink does exist and will seek out the Stationer who carries it—

3. That John Smith finds that Stationer and buys other supplies there, too. That all the John Smiths like to have a regular dealer to patronize—

4. That John Smiths ***are*** finding them because they carry

CARTER'S FOUNTAIN PEN INK—

the top quality, quite naturally, for it is made in Canada with sixty years of Carter laboratory tests and ink experience back of it.



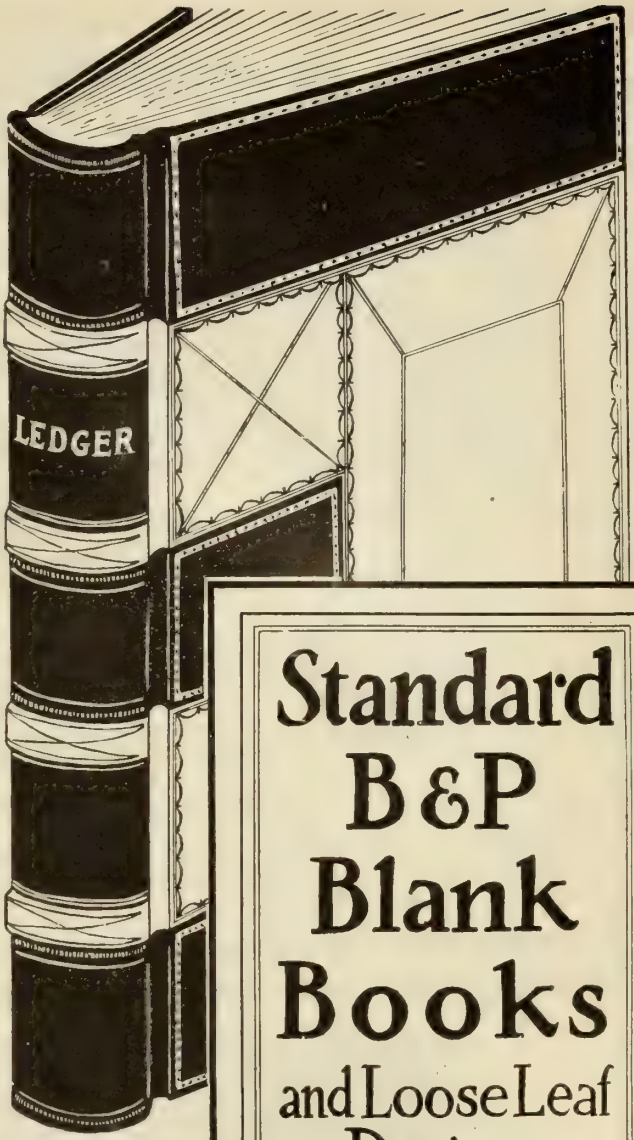
CARTER INX PRODUCTS

THE CARTER'S INK CO.

Manufacturing Chemists

MOUNT ROYAL AVENUE AND
DROLET STREET

Montreal **Quebec**



Standard B&P Blank Books
and Loose Leaf Devices

Modern facilities backed by 80 years of experience assure the quality of Standard B&P Products

SOLD ONLY THROUGH DEALERS

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NEW YORK

Standard B&P Blank Books and Loose Leaf Devices
TRADE MARK REGISTERED

The Dominion Blank Book Co. Limited

St. John's P. Q.

Manufacturers of the finest quality and most complete assortment of Loose Leaf and Bound Account Books in Canada.
The following lines are now in stock and ready for delivery.
See our catalogue for complete descriptions.
Write to us for prices:—
All sizes of Ring Books ¼ in., ½ in., and 1 in. Covers, Fillers and Indexes.
All sizes of Loose Leaf Ledgers, Sheets and Indexes.
All sizes of Transfer Binders and Loose Sheet Holders.
All sizes and Rulings of Black American Cloth Memos. Pocket Time Books.
All sizes and bindings of Counter Books. Scrap Book and Indexes.
Popular price Column or Figuring Books 2 to 20 Columns.

782—Column Books from 2 to 18 Columns.

770—All Rulings and Thicknesses.

773—All Rulings and Thicknesses.

773—All Rulings and Thicknesses.

891—All Rulings and Thicknesses.

766—All Rulings and Thicknesses.

924—All Rulings and Thicknesses. The only positive flat open Account Book made in Canada.

In process of making 788 and 789 Column Books from 6 to 30 cols. We are ready to make all sizes and thicknesses of School Exercise Books and have in stock the finest line of "Academic" and "University" Ring Books with Fillers.



MEETING THE BUYER'S EVERY NEED

Every inquiry a sale! That is the aim of live-wire stationers these days. To have at their finger-tips an answer to every record-keeping requirement means more sales. It also makes necessary their concentrating on a line that meets practically every need.
That is why the National line is so prominent with business-getting dealers. No need for them to blindly thumb catalogs in search of required items. They know the National line—from small memo to large ledger—and they have the same confidence in its ability to supply the right book for the right purpose, as they have in its guaranteed quality.
Better send for catalogs, prices and stock.

NATIONAL BLANK BOOK COMPANY

N. Y. City Holyoke, Mass. Chicago London

GET THE BEST! **BLOTTING PAPER**

MANUFACTURED BY

THE EATON-DIKEMAN COMPANY, Lee, Massachusetts, U.S.A.

THE FOLLOWING WELL-KNOWN BRANDS CARRIED IN STOCK

Magnet Columbian Lenox Arlington Wavelet Housatonic
Matrix and Filter Papers

FOR SALE BY THE LEADING JOBBERS IN PAPER

DEALERS MAY ORDER COPIES OF SPECIAL SECTIONS ON CANADIAN AUTHORS' AND CHILDREN'S BOOK WEEKS

Two special sections are, it will be noted, set aside in this issue of Bookseller and Stationer for Canadian Authors' and Children's Book Weeks.

These sections deal almost entirely with these two campaigns in which authors, publishers, and booksellers are joining forces.

In order that the booksellers of the country may benefit still further by the articles and book reviews contained therein, the pages are being held in type, and will be made up for distribution in book form. Any dealer, after reading these sections, may pass them out to his customers just by sending in his order.

These booklets will be issued in attractive style, and will no doubt be read with a good deal of interest by the public at large. The more these booklets are sent out the greater will be the public's knowledge of the two campaigns which are to be launched on November 12 and November 19.

Full information will be sent and prices quoted upon application.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

Canadian Factory and Offices at

9-11-13 Davenport Road - Toronto

S. S. Stafford's Inks

The Boston Cutter

CLIPS CUTTING COSTS



This is a low priced appliance made to cut and trim—quickly and neatly—office forms, factory forms, advertising lay-outs, price cards, display cards, photographs, asbestos, tin, thin leather, insulation, rubber fabrics, etc., etc.

The Boston Cutter is of service in the private office, the general office, the accounting, billing, advertising and filing departments, the photo shop, the school room, and numerous other places where it will do the work of a dozen pairs of shears—quicker, easier accurately.

The Boston Cutter

Is made in sizes ranging from 12 inches to 36 inches. The frame is of cast iron. Shafts, studs, and gages are of steel. Balanced handle, mahogany table, draw cut. Knives of best tempered tool steel. Write for Booklets B. and S. We make large variety of power and lever Cutters, Golding Jobbers, Pearl Presses, Official Presses, etc.

Golding Manufacturing Co.

Franklin, Mass., U.S.A.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



Higgins'

- Drawing Inks
- Eternal Writing Ink
- Engrossing Ink
- Taurine Mucilage
- Photo Mounter Paste
- Drawing Board Paste
- Liquid Paste
- Office Paste
- Vegetable Glue, etc.

Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.

HAND Made Imported Stationery in white and colors with Tissue lined envelopes in quire boxes and in 3 and 5 quire Gift Boxes.

Japanese Paper Tape in patterns and colors for tying gift packages.

Japanese Papers in figured designs and colors for wrapping fancy packages.

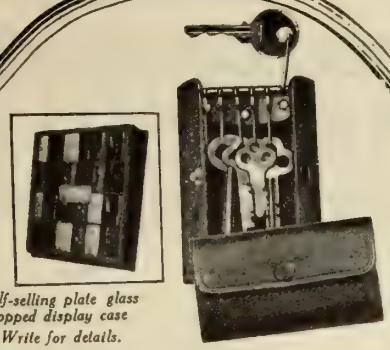
Japanese, French and Italian papers in patterns and colors, for Lamp and Candle Shades.

JAPAN PAPER COMPANY

109 EAST 31st STREET, NEW YORK CITY

829 WITHERSPOON BUILDING, PHILADELPHIA

453 WASHINGTON STREET - BOSTON, MASS.



Self-selling plate glass topped display case
Write for details.

Opportunity-Steady Sales-
Live Moneymaking Proposition.

One dealer displayed Buxton KEYTAINERS in order to attract customers into his dullest department. He sold KEYTAINERS and introduced many customers to a department they had never been in.

The Buxton KEYTAINER is a small leather case, beautifully made and finished in true quality style, for carrying keys. They retail from 40c to $4.00. Each KEYTAINER wrapped in tissue, enclosed in carton and packed by the dozen in silent salesman display box. The genuine Buxton KEYTAINER has humped hooks. We advertiso extensively in national publications and give free advertising material to dealers.

Sales to individuals, and to companies, societies etc., for gifts, souvenirs and advertising novelties. Territorial representatives wanted. Address Canadian Agents below:

BUXTON, INC., DEPT. "K", Springfield, Mass.

Western Canada Agents
ROWLAND & CAMPBELL LTD., Winnipeg

Eastern Canada Agents
JULIAN SALE LEATHER GOODS CO., Toronto

BUXTON KEYTAINER

The original patented Key-Kase

School Bags



Made in Canada
By Canadian Workmen
For Canadian Children

Catalogue Upon Request

LIBRAIRIE BEAUCHEMIN, LIMITED
Manufacturing Stationers
79 St. James Street, Montreal

The Pen with the Magic Button



This year people will buy many fountain pens during the holiday season. The dealer who offers his customers the most dependable pen will make the most profit.

"AA" Fountain Pens

are both dependable and profitable. They have satisfied users for over twenty years, during which time no device has ever been found to surpass the extremely simple self-filling mechanism of the "A.A." First in the field twenty years ago, first in the field today. "AA" Self-Filling Fountain Pens mean profit for you.

Filled by a mere twist of the wrist.

Write for holiday assortments, prices and illustrated literature.

THE MARK OF THE INITIALS AA SUPERIORITY

Modern Pen Company

533 Canal Street, New York City

More Profits For Stationers

Every Stationery Store in the Dominion which carries our devices to "hang up things" finds a constant sale for all our lines.

Moore Push-Pins

Glass Heads—Steel Points.

Moore Push-less Hangers

"The Hanger with the Twist"

Moore Thumbtacks

Brass, Nickeled Steel, Enamel, colored, one piece cut out and brass plated; also numbered, lettered and marking.

Moore Push-Maptacks

Indispensable for sales and advertising managers, manufacturers, professional men, heads of municipal departments, etc.

Your jobber will furnish you with our complete lists including terms.

Moore Push-Pin Company

Wayne Junction - Philadelphia, U.S.A.

For 21 years our products have been the Standard for the World.

BUYERS' MARKET GUIDE

We make
29 varieties of ink
12 varieties of
adhesives

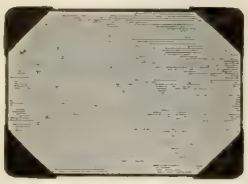
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WITH WHAT YOU WANT



"GRIP"

The supreme office adhesive.
Semi-fluid. Never dries out
in the bottle.

RELIANCE INK CO. LTD.
WINNIPEG



DESK PADS

Good Merchandise—Fair Prices
Satisfaction Guaranteed
on all specialties
Leather and Brass Corner Desk Pads
(Flexible and stiff—60 styles)
Glass Desk Pads
(3 styles—3 sizes)
Cloth Covered Card Index Cabinet
(Standard Sizes)

SAINBERG & CO., Inc.
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Canadian Representative
Standard Distributing Co., Guy Block
Montreal, Que.

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W. V. Dawson, Montreal, P.Q.
Wilson-Jones Lose Leaf Co., Chicago.

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Wilson-Jones Loose Leaf Co., Chicago.
Dominion Blank Book Co., St. Johns, Que.

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Glue
The Carter's Ink Company, Montreal, Que.
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Reliance Ink Co., Ltd., Winnipeg, Man.
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Reliance Ink Co., Ltd., Winnipeg.
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Frank A. Weeks Mfg. Co., New York.

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National Blank Book Co., Holyoke, Mass.

Photograph
National Blank Book Co., Holyoke, Mass.

Post Card
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National Blank Book Co., Holyoke, Mass.

Postage Stamp
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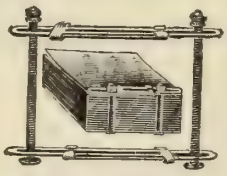
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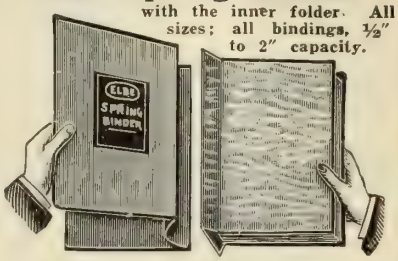
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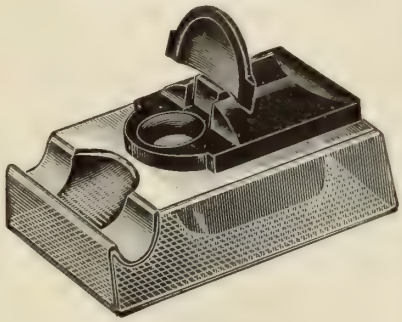
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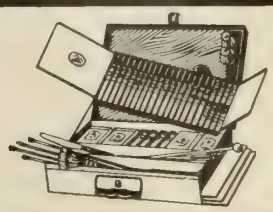
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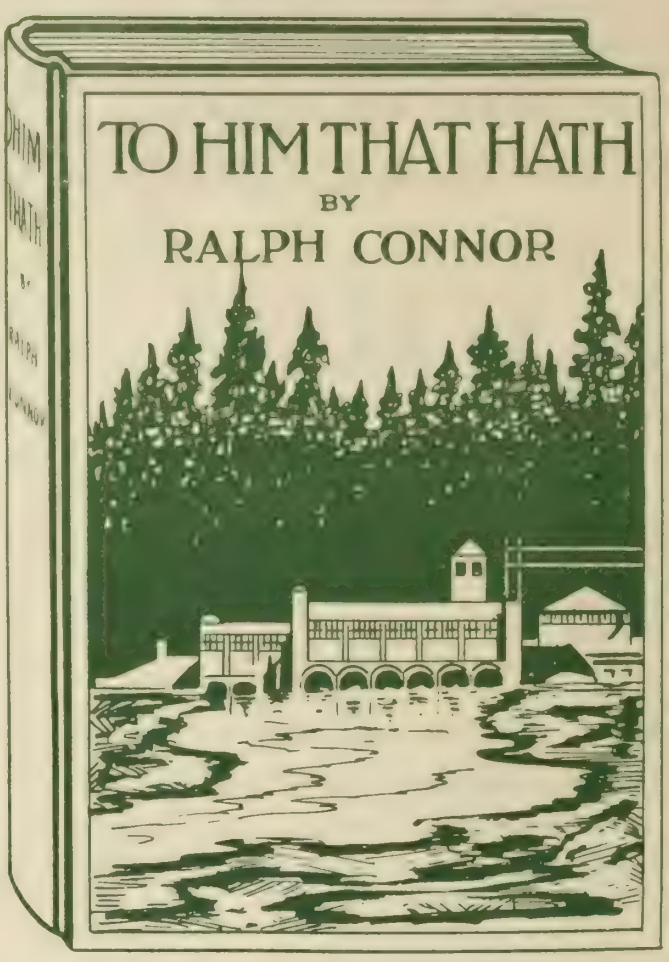
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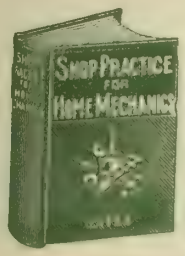
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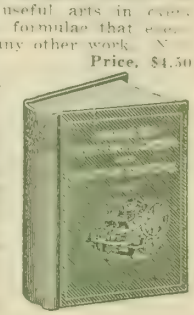
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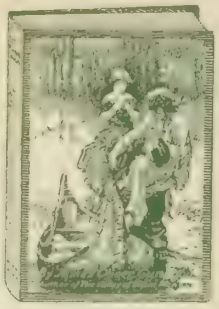
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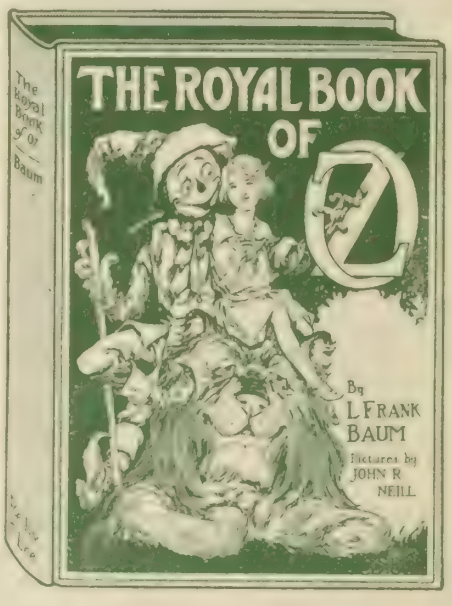
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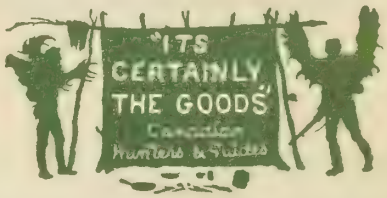
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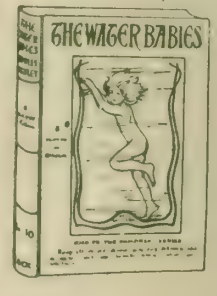
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Does she revel in Marie Corelli, or Maud Diver, or Fra'nces R. Sterrett?

These outstanding authors' books — concerning which there is no question—are listed on this page and the one preceding, with a little story, denoting some interesting point in connection with each new 1921 book.

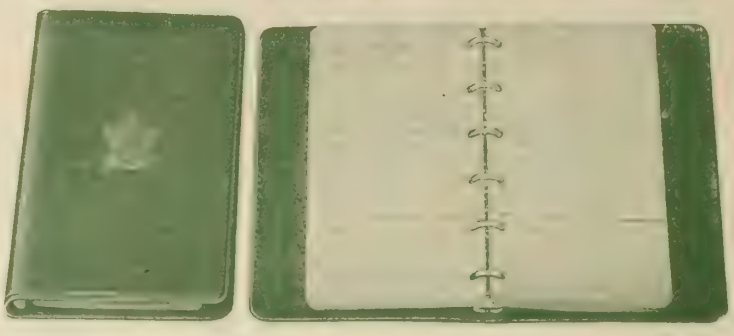
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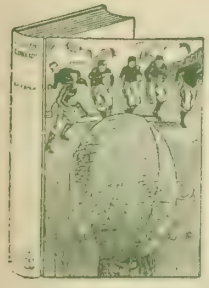
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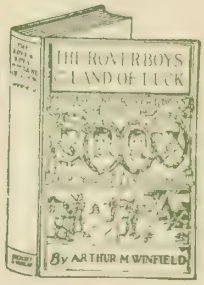
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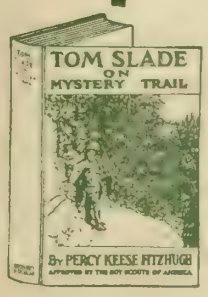
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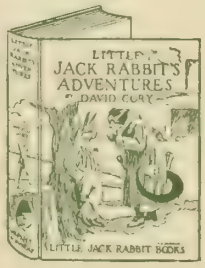
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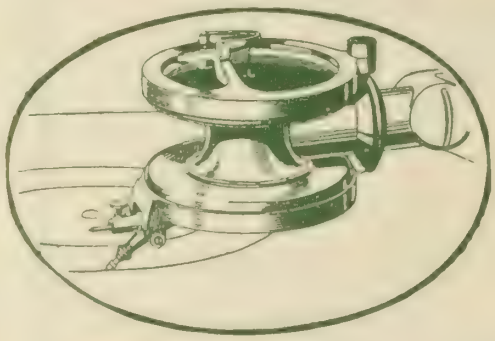
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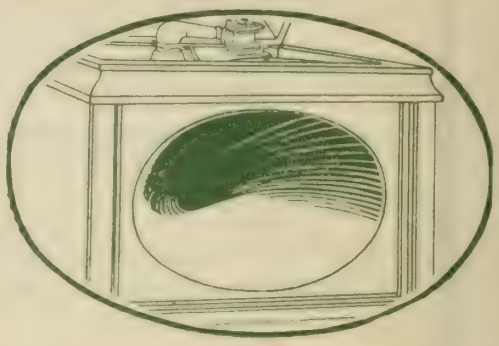
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Vol XXXVII. TORONTO, NOVEMBER, 1921. No. 11

Man From Quebec Is Leader Now

A. T. Chapman, of "Chapman's Book Sto re," Montreal, Elected President of the Canadian Booksellers and Stationers' Association—Ex-President C. L. Nelles Touches on Some of the Trade's Grievances

A. T. CHAPMAN, one of the best known merchants of Montreal, P. Q., and by the same token, one of the leaders in progressive merchandising in the Dominion, is the new president of the Canadian Booksellers and Stationers' Association. Mr. Chapman was elected at the convention in Toronto on October 19 and 20. A new slate of officers was selected and a number of important questions in which the trade is interested were taken up. There were twenty-three dealers present at the convention which was held in the Carlsrite Hotel. The majority of those present were from Ontario although Quebec was represented by A. T. Chapman and E. Foster Brown of Montreal and New Brunswick by Miss Hattie Tweedie and A. L. Colpitts of Moncton.

Those present were C. L. Nelles, Guelph; F. H. Chapple, Galt; A. H. Jarvis, Ottawa; R. O. Smith, Orrillia; J. C. Jaimet, Kitchener; J. C. Mills, Kitchener; Miss Hattie Tweedie, Moncton, N.B.; F. W. Grinham, Oakville; Fred Cloke, Hamilton; Clinton Foster Brown, Montreal; A. L. Colpitts, Moncton; H. A. Van Dusen, Tara; Walter Scott, Barrie; Roy Britnell, Toronto; David G. Shearer, Hamilton; A. T. Chapman, Montreal; A. T. Brown, Acton; William Tyrell, Toronto; B. T. Ripley, Toronto; G. H. Lightfoot, Stratford; F. C. Hord, Mitchell; Edward Ryder, Ottawa; F. I. Weaver, Toronto, (secretary); R. M. Barbour and W. C. A. Moffatt, Advertising Manager and Editor respectively of Bookseller and Stationer.

In opening the meeting President Nelles said he knew of no reason why the booksellers, considered members of a top notch trade, should plug along without an association.

"We are run by the other fellow," he said, "and have nothing to say about our own business. I do not think there is any one here running under an overhead of 25 per cent. There are a number of important questions which we must take up. The question of adequate discounts is one of the many. Unless we can get a third we cannot operate our business at a profit. Take, for instance, the matter of invoices. I am sure there is nothing more monotonous or tiresome than to have to wait around for two or three days for invoices. We should get out a strong protest to wholesalers and jobbers on this question. Just last week I had to wait for four days. We don't know what our goods are costing us half the time. There is no reason, as far as I can see, why we should be put to inconveniences like this all the time.

Worries of Exchange Rate

"We might also approach the Hon. Mr. Grant, Minister of Education in Ontario, with regard to the use of American books in our schools. There is no reason why we cannot use English books. The exchange rate is another matter on which we might well make a protest to Ottawa. It is not Ottawa's fault of course, nor is it ours but the fact remains that about a year ago some of the American manufacturers said they would take care of the exchange. The government, however, said "no" and we have had to pay the shot. Under certain circumstances this is all right but we have to depend on the United States market for a good deal of our goods. On reprint stuff our costs run up to about 82 cents.

"Personally, I would be quite willing to make a test case against the government because there is no British law can tell me that when I remit a cheque for $500, the government has anything to do with it. Some mighty good Christmas cards are made in Canada but the dealer cannot get enough here for his requirements. There is, to my way of thinking, no reason why exchange should be paid on what we bring in.

"There are some lines which we cannot procure in Canada, too, so surely we are entitled to some consideration. Just now the exchange is 9¼ but it will be up to 17 again in January and I would advise all who can do so to settle as many of their American accounts now as possible.

"With regard to packing cases it is a mystery to me why they make their charges here. Let the publishers and wholesalers absorb these costs in the cost of the goods. If one wholesaler can do this, why can't they all?"

Mr. Nelles also found fault with the exchange on drafts.

"We buy books in a legitimate manner and it is up to them to pay the exchange. I see no reason why we should."

Touching on the wallpaper situation Mr. Nelles pointed out that about a month ago a Toronto department store took from its mail order book, which was issued last January, seven or eight of the best designs and marketed them at a much lower figure. To him this action did not seem to be good business.

"They were not job lots or anything like that" said Mr. Nelles "and I saw a dealer from my own town come to Toronto and get $300 worth."

According to Mr. Nelles, drug stores, tobacconists and news dealers in Guelph

(Continued on page 64)



Presenting to the trade the new president of the Canadian Booksellers' and Stationers' Association—A. T. Chapman of Chapman's Book Store, Montreal, P. Q., one of the best known booksellers in America.

In elevating Mr. Chapman to the presidency the booksellers in convention in Toronto did a good stroke of business. As the retiring president said: "The association is safe in the hands of Mr. Chapman."

Where Stationery Is Sold Direct

Practice Indulged In by Some Manufacturers and Wholesalers of Selling to the Consumer Is Scored at Convention of Booksellers and Stationers — Argument Also Advanced that All Goods Should Be f.o.b. at Point of Shipment

THAT the practice indulged in by some manufacturers of selling to the consumer, either in large or small quantities, is a detriment to trade in general and a grievance which should be discontinued, was the point made by the Committee on Stationery in presenting its report to the Booksellers and Stationers' Convention in Toronto. R. O. Smith of Orillia, Ont., was chairman of the committee and associated with him in this body were Miss Hattie Tweedie, Moncton, N. B., and Messrs. Edward Ryder, Ottawa, Ont.; Fred Cloke of Hamilton, Ont., and F. H. Chapple, Galt, Ont.

Following careful deliberation, after a number of important questions had been talked over in open meeting and in committee, Mr. Smith brought in his report, one of the main points of which was that the practice of some manufacturers in selling direct to the consumer was an injustice to the dealer and did not tend at all to help business. The request was made that this practice be discontinued

It was also brought out that it was the belief of the members of the committee that on all lines of merchandise, especially stationery and wallpaper, on which the charges are prepaid to competitive points the charges should also be prepaid, whether competitive or not, thereby putting all dealers on the same basis. The argument was also advanced that all goods should be f. o. b. at point of shipment.

"We have two or three factories in Stratford and I have found that some of the jobbers are the biggest sinners," was G. H. Lightfoot's contribution to the discussion on the selling of goods direct to the consumer

Several told of experiences which they had had at one time or another with wholesalers and distributors who indulged at times in direct sales to the consumer.

Early in the convention a constitution was drawn up and after several amendments, adopted.

The association is to be known as the Canadian Booksellers and Stationers' Association and it is to have branches in each of the provinces with a chairman and an executive committee of five members in each province.

Its purpose is to promote in every possible manner the welfare of the book and stationery business and its allied interests and work for its expansion by extensive organization methods.

All Retailers Are Eligible

The membership shall be open to all persons and concerns established in Canada engaged in the retail book and stationery business. Employees will be taken in as associate members but only one vote will be allowed to each firm.

In the original constitution presented provision was made for extending associate membership to all interested manufacturing, publishing and wholesale houses and their employees but the objection was raised that if the association was to be one for the retailer it would not do to have others enrolled. Associate members, it was pointed out, could not be barred from attending certain meetings. The argument was presented that there were no associate members in the publishers' association.

It was finally decided to fix the membership fee in proportion to turnover as follows:

$2.00 for a business doing $10.00 and under;

$5.00 for a business doing $25.00 and under;



This is a photograph of those present at the close of the Canadian Booksellers' and Stationers' Convention in Toronto. Seated on the floor, from left to right, are Fred Cloke, Hamilton, Ont.; R. O. Smith, Orillia, Ont.; C. Foster Brown, Montreal, P.Q., and F. I. Weaver, Toronto, Ont.

From left to right in the second row are Mr. Boulton, manager of book department of Simpson's, Toronto, Ont.; F. F. Appleton, of "Musson's," Toronto, Ont.; George Stewart of McClelland and Stewart, Toronto, Ont.; William Brady of McClelland and Stewart, Toronto, Ont.; Miss Hattie Tweedie, Moncton, N.B.; A. H. Jarvis, Ottawa, Ont.; President A. T. Chapman, Montreal P.Q.; Hugh S. Eayrs of "MacMillan's", Toronto, Ont.; Bruce T. Ripley, Toronto, Ont., and F. H. Chapple, Galt, Ont.

At the extreme right of the top row, directly behind Mr. Chapple, is J. C. McClelland of McClelland and Stewart, Toronto, Ont., and fourth from the end is General Manager Smithers of "Macmillan's," Toronto. At the extreme left, reading from left to right, are J. C. Jaimet, Kitchener, Ont.; W. C. A. Moffat and R. M. Barbour, Editor and Advertising Manager respectively of "Bookseller and Stationer," and fourth from the end is C. L. Nelles, Guelph, Ontario.

$10.00 for a business doing $50.00 and under;
$15.00 for a business doing over $150.00.
The fee for associate members was set at $2.00.

Two Big Toronto Stores

"If you want to see a real book store," said Mr. Nelles in refering to the entrance of Mr. Willian Tyrrell, whose store is located at 780 Young Street, Toronto, "take a look at Tyrrell's or McAinsh's. In either of these stores you will find a lot of things worth knowing. Here you will see what real bookmen can do."

"I am sure," replied Mr. Tyrrell, "that you are all extremely welcome at all times, not because I think I have anything to show you but because we are members of the trade and interested one in the other."

As superintendent of the stationery department of the government at Ottawa, Edward Ryder was not sure of his status in the association. He has been interested in the stationery business for a number of years, he said, and should like to join the association.

On its being pointed out by the chairman that Mr. Ryder bought stationery in much the same manner as the others present and had to sell it out again to the different departments, it was decided that this new applicant was eligible for membership.

Not a Local Association

"The objection has been raised," said A. T. Chapman, Montreal, "that this is an association for Toronto or Ontario alone. We must do what we can to kill this impression. If employees were allowed votes it might be said that an Ontario firm, in close proximity to headquarters, could do what it liked with the convention."

On the question of associate membership Mr. Jarvis of Ottawa thought that, perhaps, trouble was being borrowed. He thought care should be taken not to do anything that might bar some of the trade from attending.

"The more we have the better it will be," he said.

"What service will the association render?" asked Mr. Tyrrell. "Can we let the dealer know just what we may be able to do for him? No man will be hesitant about paying for services rendered."



CAPT. EDGAR J. VICKERY,
Bookseller And Stationer Of Yarmouth, N. S., Who Has Been Appointed Nova Scotia's Representative On The Executive Of The Newly-formed Association. Capt. Vickery Was Chosen At The Convention in Toronto

Druggists, Too, May Join

Mr. Nelles replied that in the Spring, four dealers had approached the Hon. Mr. Grant, Minister of Education for Ontario, and had secured from him discounts that put the school book business on a much better and paying basis. This was just an indication, he added, of what the association could do.

Two thousand dollars a year, it was thought, would be sufficient to run the association.

"The main thing, to my mind," said Walter Scott of Barrie, "is to get numbers. There is no object in having a thousand dollars or so in the treasury."

A. T. Brown, druggist of Acton, Ont. was here introduced as a man who handled, in addition to drugs, wallpaper and stationery.

Mr. Nelles announced that all druggists carrying books or stationery would be eligible to join.

"We are all in the stationery business," he said, "and we should all get together."

Annual Meeting in October

H. A. Van Dusen of Tara, Ont., thought four or five dollars a low fee but he would not want to pay ten dollars for membership. This was at that point in the discussion when a ten dollar fee was being talked of.

It was decided to hold the annual meeting the second fall week in October on Tuesday, Wednesday and Thursday. The fees, it was added, would be due on October the first each year.

On motion of F. H. Chapple of Galt, Messrs. Colpitts of Moncton, Smith of Orillia and Jarvis of Ottawa were selected to serve as nomination committee. The report of their deliberations appears on another page.

AN UNIQUE EXHIBIT

Through the courtesy of the American Writing Paper Company, of Holyoke, Mass., the miniature paper making machine, which has been attracting so much attention in the United States and Canada, was on exhibition at the convention of the United Typothetae of America, which began on October 17th last.

The machine is eight and a half feet in length, as compared with some of the five hundred footers in use in Canada, and turns out a strip of paper four and a half inches wide as compared with the rolls nearly as wide as a city street that come off the regular machines.

The model is a Fourdrinier and in Toronto it was one of the leading educational features of the Typothetae convention as demonstrating the method of writing paper manufacture.





Here are two Western dealers elected at the convention in Toronto as representatives of their respective provinces on the executive of the Canadian Booksellers' and Stationers' Association. At the left is Adam Esch, of Edmonton, Alta., and at the right is Robert Martin, of Regina, Sask.

Freight Tolls a Burden in East

Here's a Question for Canadian Booksellers' and Stationers' Association—R. H. Davis and Company, Sydney, N.S., Cite Instance of Apparent Injustice—Charges on Wood Board for Making Paper Boxes are Ridiculously Heavy

That the cost of transportation under present conditions is one of the most important questions of the day to the retail trade is stated by O. L. Davis, Secretary-Treasurer of R. H. Davis and Company, Sydney, N.S., wholesale and manufacturing stationers, makers of blank books and paper boxes, etc.

At the present time the Canadian National Railway quotes this firm 85 cents per hundredweight in car lots for transferring wood board for making paper boxes from a mill in Campbellford, Ontario, to Yarmouth, Nova Scotia. Then, on top of this there is an additional charge of $2.34 per hundredweight on the finished product from Yarmouth to Sydney, N.S.

"This is only one of many examples that we can give from our own experience," says Mr. Davis, who adds that a United States competitor can transport his goods from Boston to St. Johns, Newfoundland, for about half what it costs the Davis Company to move its stock from its factory at Yarmouth to its branch warehouse at Sydney. The firm's export business to Newfoundland is handled by the Sydney office and warehouse.

This problem of transportation is undoubtedly a live subject and if the Canadian Booksellers' and Stationers' Association can give it a good shake-up it will be rendering a big service to the trade.

QUITE a little discussion cropped up at the convention in Toronto last month of the Canadian Booksellers and Stationers' Association over the question of freight charges. These charges are a sore point with the trade and if the association can do anything for dealers in those parts of the country remote from wholesale and distributing centres it will have justified its existence.

G. H. Lightfoot, Stratford, Ont., started the discussion on freightage. He also fired a round or two into the cartage charges on freight shipments.

"We who do business outside of Toronto are penalized," he said, "through the way the wholesalers ship their merchandise. The booksellers and stationers in Toronto have the advantage. We pay both for freight, cartage and casing, whereas wholesalers deliver to dealers in Toronto free. Why should they charge us thirty cents to ship our stuff to the sheds here when they do not charge anything for delivering to city stores?"

Looks Like Discrimination

"This has always been a sore point with me," added R. H. Chapple of Galt, Ont. "I protested and one firm cut off the cartage charges. We have not paid cartage fees to this firm for three or four years now. It costs us a lot of money to do business outside of Toronto. Our casing bill is not an insignificant item."

"You would die if you saw our freight bills," interjected Mr. Colpitts of Moncton, N. B.

"Hear! Hear!" declared Miss Hattie Tweedie from the same city.

Mr. Nelles suggested that a strong memorial be sent to the express companies with regard to the heavy charges on books sent by express.

"We pay the same," he said, "as the drygoods man who sends big packages which take up a good deal more room than any coming to us. Our shipments bring the companies more money as the weight is there and very little space is taken up. This ought surely to be taken into consideration."

"It's a discrimination against the heaviest line of goods," he added.

Mr. Colpitts here informed his brothers in business that the rate of $6.25 per hundred was paid on merchandise shipped to New Brunswick. On one occasion recently he had to pay $12.50 express on 200 pounds of goods for which the invoice was only $7.50.

Holding up of Invoices

At this point the old question of delayed invoices was taken up, the dealers present agreeing that the distributors worked a hadship on the trade by failing to send the invoices with the goods.

R. O. Smith, Orillia, Ont., told of ordering a number of trigonometries which, because of failure of invoices to arrive, had to be left lying on the floor for days notwthstanding the fact that they were being called for repeatedly.

C. Foster Brown, remarking that books were now at the top price and would have to come down, wondered if the publishers could not come down more slowly and increase the discount to the dealer. He thought it would be possible for the publishers to give the price at $1.75 and give the bookseller 40 per cent. off. This would be better than dropping the price to $1.50 and giving the dealer thirty per cent. off.

"If men of your calibre went to the publishers and told them you would not buy until you were given a third it would not be long until they came around to your way of thinking," said Mr Nelles. He then told of some wallpapers jumping 100 per cent. wholesale, adding that a number of dealers refused to show these papers with the result that they are now down to their original price.

"We pay $1.40 for 25 books and $1.25 for 100." said Mr. Chapple. "Why should we buy a hundred books until we know where we are at?"

B. T. Ripley, Toronto, thought it was hardly a square deal that the Toronto dealers should have such an advantage over outsiders. A fair deal to all helped along the distribution of books, no matter who sold them.

The talk turning again to paying for cases, R. O. Smith told of having 150 cases accumulate on his hands. He secured from the railway a rate of $32. to ship them back. He found, though, that this would not be a paying proposition so he spent a dollar on advertising and sold them all for from 50 cents to a dollar apiece.

Miss Tweedie stated that she has always to give hers away.

C. Foster Brown puts his outside his store and lets them be carried off.

Mr. Ripley figured out that it cost approximately 30 per cent. of the selling price to do business. He followed the policy, he said, of turning down window displays, as he liked to do what he thought best with the windows

Capitalizing Local Events

C. Foster Brown told of capitalizing the McGill University Re-union by using displays of appropriate books. He pointed out that in a case like this the publisher's assistance was necessary as the dealer would not be able, as a rule, to put enough books in the window to make any kind of a showing.

"If we can set a price and the publishers stick to it," said Mr. Nelles, "it will be a great deal better for all concerned. Some are holding us up now. Personally, I never let a traveller tell me what my opposition is buying. As soon as he attempts to do this I show him the door."

Mr. Lightfoot, Stratford, complains that the publishers sent to the public libraries any books they asked for. The booksellers should have this business.

Take Case to Railway Commission

Book Committee of Canadian Booksellers' and Stationers' Association Recommends That Question of Excessive Freight Charges Be Taken Up With Board, Following Laying of a Formal Complaint—Discounts and Delayed Invoices Considered

DEALING with the question of excessive freight rates the Book Committee of the Canadian Booksellers' and Stationers' Association—Messrs. Bruce T. Ripley, Toronto; C. Foster Brown, Montreal; and A. H. Jarvis, Ottawa—have brought in a report to the effect that immediate action on this matter is favored.

The committee, in its recommendations, suggests that the question of excessive charges be taken up not with the express companies, as originally proposed, but with the railway commission. It is proposed that only a complaint be laid now but that this be followed up later with a carefully-prepared case and an array of data. It will be pointed out that packages of books are very heavy in proportion to their size and take up little cubic space, also that these packages are not fragile but are very easy to handle. It will be pointed out, too, that they carry little profit. In view of all these things, the commission will be asked to consider lowering the rates.

Ask For Better Discount

Another clause in the report was to the effect that the minimum discount on books should be 33-1/3 per cent and that the quantity price should remain in force on repeat orders for a year, i. e. if a dealer orders 25 books this week he should get one or two books, or whatever he requires, for the same price the next week.

Other resolutions embodied in the report were:

That books be purchased on terms of payment as follows: net 60 days or 2 per cent 30 days.

That discounts to public and other libraries be not more than 20 per cent f. o. b. point of shipment.

That books and stationery purchased for Christmas dating be made payable January 15 and that one per cent per month cash discount be allowed on anticipated payment of account.

That as unreasonable delays in sending invoices cause great inconvenience and often financial loss to retailers, sales managers be asked to investigate their systems and oblige the trade by making a ruling that all invoices be mailed the same day that entry is made.

"If the work is once caught up," the recommendation reads, "we see reason why this cannot be done."

Also, that all express parcels have invoices enclosed in tag envelope attached to the parcel not inside the package, and that attention be given to orders sent in error as an enclosure that they be returned.

That out-of-town booksellers and stationers wish to point out the hardships caused by cartage charges and casing expenses.

"This, we feel," reads the report, "should be borne in all fairness by the shipper, all goods to be shipped f. o. b. We feel, too, that the price of cases should be absorbed."

Association's Future Assured

Prior to the adjournment a branch of the association for Ontario and Quebec was formed with C. L. Nelles of Guelph as chairman of the Ontario section and C. Foster Brown as chairman of the Quebec section. Others on the board are: B. T. Ripley, Toronto; R. H. Chapple, Galt; J. C. Jaiment. Kitchener; and B. C. Fairfield, St. Catharines.

Votes of thanks were extended to ex-president Nelles, secretary Weaver and the editor of Bookseller and Stationer for what they had done for the association.

In handing over the reins of office to the new president, Mr. Nelles said:

"I have known Mr. Chapman for a great many years and I can assure you that the association is now in good hands. Its future is assured."

Mr. Chapman, in turn moved that a vote of thanks be extended to the men who had made the association possible. This was followed by a tribute from Mr. Ripley to those men who had helped in great measure to advance the book business in Canada. "This association," he said, "was a direct result of their work."

Paying in U. S. A. Currency

"Nelles is the man who did this work," said Mr. Chapple. "Our whole thanks should go to him. He is the man behind the gun in this case."

C. Foster Brown suggested that Canadian dealers demand from American firms the right to pay in Canadian funds, the exchange to be paid by the dealer to the government.

Mr. Chapple pointed out that if payment was not made in United States funds the dealer would have to pay ten per cent because of the dumping clause. This was the law now, he added, the regulation having gone into force just a short time ago.

Organizing New Section—Arthur Stringer has received authority to organize a Western Ontario section of the Authors' Association of Canada, and it is probable that steps will be taken shortly toward organization. The territory embraced by the Western Ontario section, with headquarters in this city will for the present extend some distance east of London.

"How Dry We Are"

A. T. Chapman of Montreal tells a good joke of which he is, perhaps, the victim in his role as bookseller looking for business.

Not long ago Mr. Chapman inserted an advertisement in The New York Times calling attention to the fact that he would deliver books anywhere.

About twenty-five replies were received and————

no less than ten of these asked for the best book on the distilling of alcohol.

Special Insert Editions of "Bookseller and Stationer" Are Used With Good Effect by A. T. Chapman, of Montreal

Expressing his faith in advertising—pointing out en passant that his little advertisement had appeared in The Montreal Gazette every day for twenty-seven years—A. T. Chapman of Montreal told the booksellers in convention in Toronto:

"The special editions or inserts that are published periodically by 'Bookseller and Stationer' for the use of the trade are great things to send out. I do not want to favor one trade paper more than another but I must say that I have found these special numbers of great value."

Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

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Children's Book Week

IF THE bookseller does not add considerably to his bank account from November 12 to November 26 it will be because there is something wrong somewhere. The publishers and authors are spending considerable money to bring Canadian Book Week and Children's Book Week to the public's attention and there is no doubt but that success will crown their efforts. Every bookseller should take advantage of the opportunities being placed in his way. By advertising in the local press and attractive window displays he will be linking himself up with the publicity campaign that is now being conducted. Canadian books and children's books should have a big sale. Here's hoping that the booksellers of Canada all reap a wonderful harvest.

The Window At This Time

NOW, PERHAPS, more than at any time throughout the year must the window work its hardest. In the merchandising of gifts the window plays a big part. More than a little attention must, therefore, be given to it. Much has been said and a good deal more written about windows. What to put in is the problem for most booksellers. How to display it is a matter of taste which must be developed and the reward will be in keeping with the efforts put forth. Even in window trimming we reap what we sow. In dressing the window taste and locality must be carefully considered but at this time more prominent displays of gift lines might be made. In the present day a book store is a place where everything must be sold. This being the case, more of the "everything" might be featured at this time pending the launching of the Christmas rush.

Strategy In Business

GENERAL MANGIN, the great French strategist, in discussing the World War, remarked: "The secret of victory is attack, attack, keep on attacking—that is what the Allies did, and that is how the war was won."

This has a good British ring about it, although written by a Frenchman, and it is a slogan that could be adopted with profit by enterprising booksellers in the prosecution of business betterment.

It is the dealer, manufacturer, and jobber who is pounding away—attacking, attacking, and keeping on attacking in the form of progressive salesmanship and up-to-date advertising, who is securing orders and doing business today.

The secret of victory centres along these lines in business as it does in war. The dealer or manufacturer who is inactive, who doesn't realize the conditions under which he is operating, who doesn't prepare his plans intelligently and act upon them, who is not prepared to attack and move his lines forward continuously, is forced to retreat—he is bound to lose the battle for trade and for success.

Fine Secret Of Service

FROM THE lips of no less a personage than Herbert Hoover, one of the most capable and best known officials close to the President of the United States of America, comes the tribute that the editors of the business press have shown a fine spirit of service. At no time, perhaps, in the history of the world has the business newspaper justified its existence more than during the past few years. Druggists' Weekly, like every other publication in the Maclean Company's group, has, it is generally admitted, been a tower of strength to the trade it serves inasmuch as it has kept its readers in close touch with business conditions, market prices which have been changing with kaleidoscopic rapidity and, in a word, all the worth-while features of progressive merchandising. No effort has been spared, no expense considered too great, in the furtherance of this company's policy to give the readers of its publications the very best service possible. Six delegates, representing the business and editorial departments, were present last week at the annual convention in Chicago, Ill., of the Associated Business Papers and it was in a telegram of greeting and commendation to this gathering that Mr. Hoover expressed his appreciation of the service that the business newspaper is rendering the business men of America in their time of stress. Mr. Hoover's message from Washington follows:

"Pressure of official duties makes it impossible for me to address the members of the National Editorial Conference in Chicago, as I should like to do. I have appreciated the opportunity given me in the monthly meetings we have held together in Washington to express the policies of the Department of Commerce with regard to some of the pressing industrial questions before us. We have, indeed great problems yet to solve.

"I cannot but feel that if these problems are considered as human and not as material questions, we can find their solution. We are dealing with questions of railways, of farms, of shops and of instruments of commerce and industry but in the background of every person's mind there is the fact that we are dealing not with mechanical things but that we are concerned with the problems of men, women and children. There must be in our discussions of these matters the dominating thought that the better control of economic forces is, in fact, simply the better comfort of the country.

"Those several organizations within the Department of Commerce which we have developed and set at work within the past few months are concerned in this spirit, and it is a fine augury of our industrial future to know that the programs and purposes of these various departmental activities have come from our manufacturers, merchants and engineers themselves.

"The editors of the business press have shown a fine spirit of service. Your opportunity for leadership is unique and unchallenged. Upon you rests in large measure the responsibility of the control of industrial thought and opinion in the detail of the industrial, economic and technical problems which confront us.

"I wish your conference every success in carrying forward your high and constructive purposes."

Outlook on the Stationery Trade

Time Has Come, Declares Fred Cloke, of Hamilton, Ont., when More Attention Must Be Paid to the Smaller Details of a Business—Average Cost of Doing Business Something Like Twenty-eight Per Cent.

THERE is only one problem, as I see it, and that is how to make money."

In this terse manner Fred Cloke of "Cloke's," booksellers and stationers of Hamilton, Ont., dealt with the "Outlook for the Stationery Trade in the Province" in addressing the convention in Toronto.

Mr. Cloke, who has the appearance of a man still in the early twenties, has been twenty-five years in the business and in that time he has seen most of the problems of the trade faced at one time or another. The fact that he has been in harness for so long is due to the fact that it was as a youth of thirteen that Fred Cloke started in.

Cost of Doing Business

"Our business," said Mr. Cloke, "has a great many interests outside of money making. For one thing, it has a round-

Considerable Interest was shown at the Booksellers' Convention in Toronto in the rack which is being used to hold greeting cards in Cloke's store in Hamilton, Ont. Fred Cloke explained to his brothers in business the advantages of this equipment.

ing out influence. It brings us into close touch with intellectual people. We come in daily contact with big men whom we might not be able to meet in any other way. With us it should not be all business. If we can get the idea that we are in to make our own lives we will enjoy life more."

"During the past few years," went on Mr. Cloke, "it has been a fairly easy matter to make money but now we have to look into the smaller details of the business. At the Stationers' Convention in Atlantic City the cost of doing business was spoken of a good deal and a uniform basis of cost finding was advocated. It cost us 31 per cent. to do business last year. It was too much. We have our store divided into seven departments.

"Returns that were sent in to the association by dealers all over the continent showed an average cost of something like 28 per cent. Turnover, it was emphasized, has a good deal to do with the cost of selling our goods. Now what should the average book store turn over? Frank Stockdale, well-known merchandising expert, has said that the average of some is about one half of one per cent. Personally, we have been tempted to eliminate a lot of our old staple stuff. It is just a question as to whether or not it pays to carry the lines.

Service; U. S. Price-cutting

"If we know our costs we know what we can sell our goods for. We must find that cost, then get it and make a reasonable profit. If we are to compete with the men who cut prices we have to give service. No one man can get all the business. And the man who feels hurt when he sees business go past his store and right down the street to the other fellow might just as well get out. I always work in accordance with the policy that my competitor can waste all the time he likes selling cut-rate goods. In England it is a crime for a person to take an advertised article at a set price and cut it as an advertising medium. We would be better off here, too, if there was a law to prevent dealers from cutting prices on lines on which the price is set."



This rack which Mr. Cloke says does away almost completely with spoilage was made from an old wallpaper holder. It will show as many cards as might be contained in six show cases and no more than half a dozen had to be thrown out in the last six months.

Here Mr. Cloke told his brothers in business of a rack which he uses in his own store for holding greeting cards. A photograph of this rack appeared in a recent issue of Bookseller and Stationer. Mr. Cloke stated that he found that the slower selling cards became soiled when placed in a box on the counter. It was the same with the sample book. A card would get crushed or its edges turned up.

"Finally, we dug up an old wallpaper rack," said the Hamilton dealer, "and we found it splendid. There is practically no spoilage. Not more than half a dozen cards, all told, have been thrown out in the last six months. The rack takes up from six to eight feet on the floor and it shows more cards than we could show in half a dozen glass cases."

Good Piece of Advertising

"Certainly," added Mr. Cloke, "we have found it a very big help."

Mr. Cloke, in closing, pointed out that the American Association is already preparing for next year's convention by working on an educational campaign for clerks. He suggested, too, that it might be a good plan for the Canadian Booksellers' and Stationers' Association to purchase some electrical contrivances for windows which could be passed around among the members at a divided cost. One dealer could use the contrivance this week and next week another could have it.

It was also his opinion that later on the association might take advanced steps in the matter of buying and selling.

Just a few weeks ago Mr. Cloke purchased a couple of hundred copies of "Babson's Fundamentals of Prosperity," having engraved on each the Rotary crest and sending them to Hamilton's Rotarians.

"I did not do this as an advertising stunt," said Mr. Cloke, "but it proved to be one of the best pieces of advertising I ever did."

Dealing with the question of stationery, it may be interesting to note that an unusually interesting review of the marketing of writing paper was contained in the report presented by the committee on paper and evelopes to the National Association of Stationers and Manufacturers.

This committee sent out an inquiry to the manufacturing and wholesale members of the Association, asking for information and suggestions as they were "anxious to recommend to the membership some plan for the handling of paper and envelopes in stationery stores that will result in increased business in these lines, more rapid turnover, etc." To this inquiry they received twelve replies.

Three of the letters from manufacturers and wholesalers contained real suggestions, and all three contained suggestions practically the same: "Concentration on fewer lines and manufacturers, as variety of style and finish and boxing have been carried to excess in the stationery business." The latter part of this suggestion was understood to apply particularly to fancy stationery, but the first part is certainly applicable to both commercial and fancy goods.

A Complete Library for $817.25

No Less than Three Hundred and Fifty-Eight Canadian Books On the Market—Great Chance for Booksellers to Interest Wealthy Canadians — Children Reading More Than Ever—Booksellers of Toronto Ready for Campaigns

THE fact that there are 358 Canadian books on the market and that the total cost of these would be in the neighborhood of $817.25 was brought home to the booksellers of Toronto, Ont., at a dinner in the Board of Trade Club rooms on October 27. The object of this dinner was to enlighten the booksellers of the city with regard to Canadian Book Week and Children's Book Week. In other words, it was the opening gun of the campaign which is to start on November 12, and end on November 26.

J. S. McClelland, chairman, remarked upon the fact that never before in the history of publishing in Canada had author, publisher, bookseller and salesman got together. All were agreed, he stated, that no business stood as high as publishing, authorship and bookselling.

"We would all have to work," he said, "if it were not for the bookseller. He is the one who sells the books."

Father of the Movement

Mr. McClelland, who had to leave early in the evening to preside at a Board of Education meeting—his place being taken by F. F. Appleton—stated that he looked forward to a wonderful two weeks.

J. Murray Gibbon, originator of the Canadian Book Week idea, explained that the idea really started with a Toronto saleslady, who told him four years ago that there was no demand for the works of Canadian authors and that such books were concealed rather than displayed. He then told of a conversation with A. T. Chapman, of Montreal who gave it as his opinion that Canadian Book Week should be held the third week in November just as Canadians were considering what presents to send to their friends overseas.

Pointing out that there are 388 Canadian Books on the market and that they could be procured for $817.25, Mr. Gibbon suggested that wealthy Canadians might be induced to put in their homes an entire Canadian library at a cost of considerably less than a thousand dollars.

"As one who is very much interested and has had a good deal of experience in advertising," went on the speaker, "I am sure that very little of our effort will be wasted. However unless you booksellers cash in on this a good deal may be wasted. If you are to get the people inside your doors it will be necessary for you to follow up our campaign with advertisements in your home.

Arthur Stringer, speaking for the authors, stated that it was imporrible for an author to go to bed and wake up to find himself famous. Books, he thought, were to Canadians as the very breath of life. Canadians could neve successfully produce the motion picture. It would be many years before success with the drama could be acheived. But in the matter of books they had a equal chance with the rest of the world He thought the movement to put forward Canadian books would have far-reaching results.

S. B. Watson of Thomas Nelson Company, Toronto, gave it as his opinion that Canadian Book Week was analagous to firing every gun on the battle-front. It meant concentrated effort. It was more effective in advertising, he declared, to say the same thing ten times to a hundred people than it was to say it once to a thousand people. The bookseller, he thought, was in a fortunate position. It was now up to him. The authors and publishers had done their best. There were thousands of homes in Canada with no books but the departmental store catalogue and the Ruthenian Bible. In the old days, he pointed out, reading was the cheapest form of amusement but to-day the dealer in books has to compete with the phonograph, the auto, the motion picture, the ice cream parlor, etc.

Knows Books And People

E. T. Ripley, of McAinsh's Book Store, Toronto, wished that every retailer could realize just what the publishers had been doing. He hoped that the success of this year's campaign would be but a forerunner of what the bookseller would have every year.

Miss Norah Thompson, Literary Adviser in the book department of Eaton's, Toronto, and formerly Librarian at the Soo, stated that the booksellers were fast becoming the universities of the people. Their work meant great study and great thought. She told in interesting detail of early French and English literature, dwelling for some time on Haliburton and his works.

"We have a great country here and we must have a great literature" she said. "We can begin with Sam McGee in the Klondyke and then go through the prairies to Ontario, where we have "The Song my Paddle Sings," and then on to Quebec with its "Leetle Baptiste." We can cross the seas then to France whence the great Canadian, Col. McRae, sent out the clarion call that shook the hearts of the world. To sell books we must know books and people. Every Christmas Christopher Morley goes into the bookstores of New York, sells books and meets the public. It is a good thing to get in touch with the people."

"Don't you think so, Mr. Stringer?" she asked.

"It all depends on what you mean by that word 'touch'" retorted the author.

Child Readers Are Increasing

Miss Thompson suggested that Canadian Book Week should not be limited to Canada, also that a valuable prize might be given to the greatest work of literature turned out in Canada each year.

Mr. Appleton thought the T. Eaton Company were to be congratulated on having such a clever book adviser. The chairman have announced that Dr. Locke, in charge of Toronto's libraries, had sent out to all the libraries a special letter signed by himself. Because of illness he was unable to be present.

Dr. Pelham, president of the Toronto Branch of the Canadian Authors' Association, stated that Canadian Book Week had opened his eyes to the wealth

Continued on page 58

Hon. Mr. Grant Thanked by the Ontario Dealers

Thursday, Oct. 20, 1921.

To The Hon. R. H. Grant,
Minister of Education.

Honorable Sir:

The Canadian Booksellers' and Stationers' Association in session at Toronto to-day found, upon telephoning, that you were out of the city when it was their intention to meet you personally to thank you most sincerely for the reductions in price of certain school books as promised by you to a delegation of Ontario booksellers.

At to-day's meeting many kindly remarks were expressed by different members who felt that their burden is being lifted by what you have done for them.

We ask you to continue your good work until all school books are sold at wholesale prices that are satisfactory to the dealers who handle them.

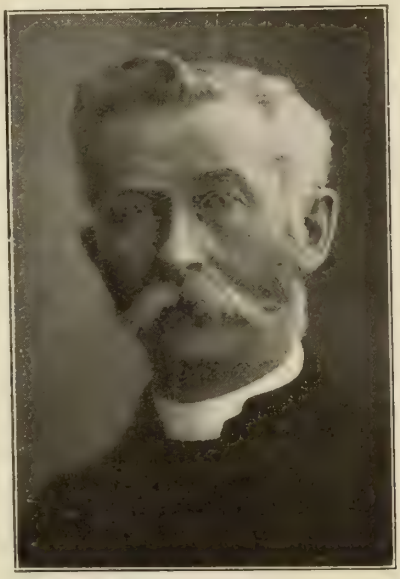
Thanking you again, Honorable Sir, we remain,

Yours faithfully,
The Canadian Booksellers' and Stationers' Association.
A. T. CHAPMAN,
President.
F. I. WEAVER,
Secretary.

Belleville Bookseller Completes Half Century in Business; A. L. Geen Said to Have Oldest Book Store in the District

FIFTY YEARS in business is the unique record of Rev. Albert L. Geen, 280 Front street, Belleville, Ont. On Saturday, October 1, he entered upon his fifty-first year in the drug trade. This is the only business in Belleville which has not changed its proprietorship in that long period of time.

It was on Monday, October 2, 1871, that the drug business conducted by the late J. C. Holden passed into the hands of A. L. Geen, the premises then occupied being at corner of Victoria avenue (then Hotel street) and Front street. This building was destroyed by fire in 1886 and Mr. Geen moved across the street to the Filliter Block, opposite Victoria avenue, where he continued until 1905, when he removed to his present premises 280 Front street, which had been long known as the Harrison book store. Soon after moving to the present location, he added a full line of books, and stationery, in keeping with the previous proprietor's business, so that at the present he holds the unique position of having the oldest book business as well as the oldest drug business in this part of the province, the drug business having been in active operation since 1849 or even earlier.



REV. A. L. GEEN.

Mr. Geen is the oldest active member of the Ontario College of Pharmacy. He is a past president of the Retail Merchants' Association for Canada, and also held the same office in the provincial organization

He is remembered as the man who led the deputation to Ottawa when the trading stamp business was wiped out. On that occasion there were present six coaches of merchants from Montreal alone.

In public life the veteran clergyman, pharmacist, bookseller and stationer has rendered signal service to Belleville as member of the City Council and of the Board of Education.

Mr. Geen has now associated with him in business, his son, Percy W. Geen.

Mr. Geen is one of the most active of business men and his business cannot fail to be an incentive to others. He is blessed with an endowment of good health and a disposition which makes commercial achievement a possibility. Only recently Mr. and Mrs. Geen celebrated the forty-seventh anniversary of their wedding. He has lived at his present home, 114 Bridge street West, for about half a century.

"Business men and the public bespeak for Mr. Geen continued success in the business world. If experience, courtesy and patience count, that success will continue" is the tribute paid the veteran pharmacist by Belleville, Ontario.

Clifton Tollit and Percy Barringer, Leaders In the Stationery Trade in England, Prominent at Convention

CLIFTON Tollit and Percy Barringer, both prominent stationers of London, England, were among the distinguished visitors in attendance at the International Stationers' Convention in Atlantic City. Mr. Tollit is a member of the well-known firm of Messrs. Tollit & Harvey, Ltd., Gresham st., E. C. 2, London.

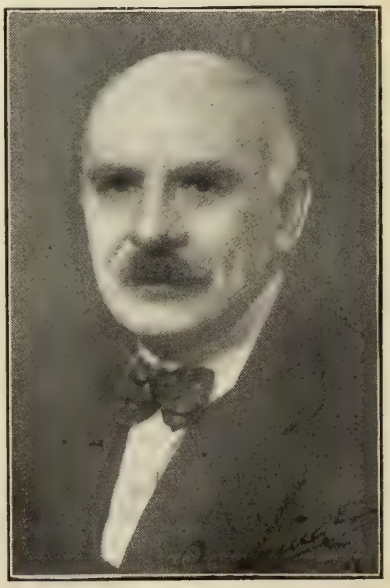


CLIFTON TOLLIT.

Mr. Tollit is one of the comparatively young men who has made a record in the trade and established himself as the head of an important business. Some twenty years ago he and the late Mr. Harvey commenced business together, but in a year or two his partner died, since which time Mr. Tollit has been sole proprietor, and has built up a big trade as a manufacturing stationer—particularly of good commercial lines—chief of which is account books with special rulings. They observed that there was a large demand for accountancy books in many rulings, but they had only three or four in stock. They decided to specialize. The idea succeeded so well that at the present time the firm have 150 rulings that have been made to meet the special demands of particular trades, and over 50,000 analysis books in stock to supply orders from.

Percy Barringer, Director of John Walker & Co., Ltd., Farringdon House, Warwick Lane, E. C. 4, London, is one of the leaders in the industry, but in reviewing all that this gentleman has done for the betterment and advancement of the stationers abroad, he might well be known as an organizer of exceptional ability, possessed of rare vision and high executive ability.

In the early days of organization in the stationery trade in England, Mr. Barringer had done his share of the work, but it was in 1913, when "The Stationers' Association of the United Kingdom" officially came into existence, that Mr. Barringer became chairman of the Council, that his leadership began to be most effective. Through his broad acquaintance in the trade, the membership was materially increased.



PERCY BARRINGER

Coming Campaigns Will Mean Much

Booksellers Hear of Elaborate Plans Put Through for Canadian Book Week and Children's Book Week—Special "Drives" Present Opportunities Bookseller Never Had Before, According to Mr. Boulton, Manager of Book Department of Simpson's, Toronto

THE BOOKSELLERS of Canada, represented by the men who were present at the convention in Toronto, heard publishers and authors present their cases for Canadian Book Week when able addresses on this subject were delivered by J. S. McClelland of McClelland and Stewart, F. F. Appleton of The Musson Book Company and Hugh S. Eayrs of The Macmillan Company of Canada. Mr. Eayrs, although a publisher, was present on this occasion in his capacity as an official of the Toronto branch of the Canadian Authors Association.

"Let's Pull Together."

"I feel," said Mr. McClelland, "that this organization will be well worth while. It will be a good thing for the publishing and bookseller business in general. As chairman of the publishers' section of the Board of Trade, I bring you good wishes and I want to assure you that we will be, and already to assist in any way we can. This organization can only be a power by getting together, sinking any differences that may come up and having a programme wide enough to take in all sections. We are in business to sell more books. We all have to make money but we must have team work. 'Let's pull together' should be our slogan. None of us can be successful without the other. Our uppermost thought should be, 'How to sell more books?' There is not a publisher today making a reasonable return on his investment. I might say to any one of you, 'Have you exhausted the bookselling in your respective community ' I might ask 'Will there be homes with libraries after Nov. 19 that did not have such things before?' I may tell you that the publishers are spending a good deal of money on this campaign to boost the sales of Canadian books. The authors, too, are undertaking a big publicity campaign but it is the bookseller who must supply the connecting link between author, publisher and public. If the booksellers of the country fall down it will be a calamity. If you get behind this drive you will be creating customers for the future. I feel sure that you cannot help but have the most successful year in your history, considering that you have this year such a wonderful array of splendid books."

Prizes In The Schools

Congratulating the booksellers on the energy shown by them in forming such a promising association, F. F. Appleton said: "You have the opportunity of a lifetime for increasing your business. This Canadian Book Week campaign is for all of us to sell more books. I don't care what author's books you sell as long as you sell Canadian books during this week."

Mr. Appleton here told of the elaborate plans that had been formed and carried out to bring the advantages of this campaign home to the booksellers and the public. He suggested that prizes might be offered in the schools for the best book cases for children's books. He thought, too, that the aid of the boy scouts might be enlisted and that librarians could be got to help. Children's Book Week and Canadian Book Week, he said, would serve to give the bookseller a chance to get his Fall business started earlier.

"This campaign is being run for one book—your pocket book," was the way Mr. Appleton put it, going on to say: "During Canadian Book Week we will be giving away book marks. These will have longer life than a circular and will for that reason, be better advertising."

R. O. Smith, Orillia, pointed out that there were two distinguished authors in his home town and that they would help out in the campaign. He spoke of Stephen Leacock and Marian Keith.

A Bookseller's View-point

"It is a good thing," he said "to boost Canadian authors, especially those of local repute. This week we have a display of Marian Keith's latest book."

Said Mr. Boulter, manager of the book department of Simpson's, Toronto: "This week gives us a tremendous opportunity to put books to the fore. We have the strongest book lists we have ever had since I have have been in the book trade. The two weeks ahead of us present opportunities we never had before. I think that children's books are the foundation of the book store. Last year we found that the effort we put into Children's Book Week started something and was well worth while."

Taking up the discussion at another point Mr. McClelland said: "Any bookseller who conducts a circulating library at two cents a day is acting against his own interests. In New York and other places they are getting twenty-five cents and more."

Miss Hattie Tweedie, Moncton, N. B., informed the gathering that it was just as easy in New Brunswick to sell books at two dollars as at $1.75.

"People do not seem to appreciate the twenty-five cents difference when it is taken off," she said. Miss Tweedie, in

Booksellers of Ottawa, Ont., Are Wholeheartedly Behind Movement

ORGANIZATION for Canadian Book Week, which is to be observed throughout Canada, November 20 to 26, was perfected by the Ottawa branch of the Canadian Authors' Association at a special meeting for that purpose.

Canadian Book Week has for its purpose the directing of the attention of Canadians to the literary output of this country, which is now assuming considerable proportions, both in volume and quality. The practical side of the question that is, the influence of native literature on the tone and direction of national life, is being emphasized.

Ottawa activities will include public meetings to be addressed by prominent literary men and women, special attention to Canadian literature in the institutions of learning, displays of Canadian books, etc. Committees for the various branches of the work are being organized with the following chairmen:—

The clergy, Lady Foster and Jules Tremblay; schools, Duncan Campbell Scott and L. de Montigny; book trade, Mrs. Madge Macbeth and Miss Alice Higgins; clubs and societies, Robert J. C. Stead; The Press, Messrs. Fred. James and L de Montigny.

The members of the book trade are wholeheartedly behind the movement, and practically every book store window in the city will be given over to displays of books by Canadian authors during the week set aside for that purpose.

The local newspapers have already taken the matter up and have devoted considerable space to directing attention to Canadian Book Week and requesting the general public to co-operate to make it a big success.

Librarian W. J. Sykes of the Carnegie Public Library is an enthusiastic supporter of the movement and will do all in his power to stimulate an interest in the works of Canadian authors.

selling books, always makes a practice of telling just what is true regarding the book. As a result, she has very little old stuff on her shelves.

"Just put the books where they will be seen and they'll be taken up," she declares.

Mr. McClelland stated further that the set price was one of the bugbears of the publishing business. He hoped the day would come when the royalty would be a flat price per copy or something like that.

R. H. Chapple, Galt, stated that he sold as many books at $2 as he did at $1.75.

"My idea of the bookselling business," said Mr Smith of Orillia, "is that a man ought to know his business and have an intelligent knowledge of the books he sells."

Publisher Takes The Chance

"Sometimes the bookseller does not co-operate with the publisher as much as he might," was a statement made by George Stewart of McClelland and Stewart, adding: "In publishing the publisher takes at least 75 per cent of the chance. He has to take the chance in putting out the book and also do the advertising. Frequently he is told by the bookseller that he will wait to put in his order until there is a call for the book. This is one reason why the publisher's overhead charges are so high. Further co-operation with travellers might bring down the overhead considerably. Not infrequently the dealer puts the traveller off and, of course, he has to stick around. If the bookseller would co-operate in this respect by not holding up the traveller it would help out a good deal."

At this stage some one raised the point that a traveller's expenses often go as high as $65 a week and that it would be a big saving if the travellers were taken off the road.

Mr. Stewart pointed out, though, that this would hardly do as the men in the West or in the Maritimes could hardly be expected to leave their business and travel hundreds of miles to do their ordering.

"What ever would we do in New Brunswick without the travellers?" asked Miss Tweedie.

Here the discussion ended with every bookseller present enthusiastic over the coming drives on Canadian Books and Children's Books.

Following the address of his fellow publishers, H. S. Eayrs, president of the Macmillan Company of Canada, spoke on behalf of the Canadian Authors Association, of the Toronto Branch of which he is Secretary-Treasurer. He voiced greetings on behalf of the Canadian Authors Association to the newly-born Canadian Booksellers and Stationers Association and followed with gratitude on behalf of the C. A. A. that he was allowed to present their viewpoint to the booksellers.

"Whether we like it or not," said Mr. Eayrs, "Canada up to more or less the present has been a literary adjunct of the United States. In a great many cases, before a Canadian could win his spurs in the field of authorship, he must first go across the line. Then he might come back crowned by American recognition and receive Canadian. In other words, an author until recently was not without honour and a small profit in the way of a royalty account except in his own country. To our shame let this be said that such a condition existed so long."

The Canadian Authors Association made bold to say that in some sort they are beginning to remedy this. The voice of the Association, though it was but an infant, was strong and lusty. It had reached membership strength of 700 in six months which was not bad, considering that authors are widely supposed to be indigent and that the fee was $5.00. The C. A. A. had done much already. It had made itself felt very distinctly in the matter of copyright and it had made itself, secondly, very much felt indeed in regard to Canadian Authors' Week, the moving spirit in which was J. Murray Gibbon, President of the Canadian Authors Association.

"Out belief," said Mr. Eayrs, "is that the pulse of Canada is to be felt as the individual pulse of each dweller. Ours in Canada is a romantic life. There come to our shores all sorts and conditions of men and ours is the task of welding them into a oneness as to national feeling. The task of achieving the Canadian type out of polyglot material, diversified peoples with diversified aims, is a national task. The C. A. A. believes that the expression of what as Canadians we want to establish as distinctly Canadian nationality is most truly through the written word of Canadians, of men and women living north of the border instead of Americans and instead, even, of British." The time has gone by when visitors to Canada could cross the country and see Canada from a Pullman Car window and then return to their native heath to register knowledge of Canada. Knowledgability about Canada and expression of what Canada stood for and meant could only be secured from Canadians.

Canadians Fight And Write

"Here," said Mr. Eayrs, "is where the Canadian Authors Association and Canadian Authors' Week comes in." The aim of Canadian Authors' Week was to show that those born in Canada or those who had adopted Canada as their country, were the best interpreters of Canad's national consciousness.

"Canadian soldiers," continued Mr. Eayrs, "are the best ever." Canadians write as well as they fight. Canadian engineers are internationally famed. Canadian physicians rank with the best—Osler's 'Practice of Medicine' was a world classic. Canadian lawyers, Canadian bankers, Canadian business men, could challenge men of similar positions in every country in the world. Why, then, should a Canadian author be supposed to be inferior to the English or American type?"

Canadian Authors Association appealed to booksellers for practical patriotism during Book Week. Mr. Eayrs spoke of the chain; author-publisher-bookseller's clerk, by which the written manuscript becomes a printed book in the home, and the most potential of these links, the link which must be taut and tried and true, said Mr. Eayrs, is the bookseller.

"There is profit in it for you," he said, "to put every bit of energy you have behind Canadian Book Week, but there is more, I like to think, than this. There is Canadianism, intense and immense. Canadianism, defiant and rampant, not somnolent and couchant. Canadianism fighting. The bookseller could do his part to establish this national consciousness for Canada and particularly the national, literary consciousness. Ireland, that distressful country, is responsible for 'The Celtic Twilight.' Scotland, with half our population, was able to establish 'The Edinburgh Review' and to establish a sturdy Scottishism. Scott knew that.—'Breathes there a man with soul so dead who never to himself hath said 'This is my own, my native land.'"

By the grace of the author, publisher and bookseller, Canadian Authors' Week would light such a candle in Canada that the flames of it would illuminate the world and, by the Grace of God, it should never be put out.

"We Booksellers Will Not Fail"— Real Enthusiasm

Owen Sound
October 22, 1921

Children's Book Week Committee,
Toronto, Ont.

Gentlemen,—

Kindly send us a good supply of window display material for Children's Book Week. We are putting in a new front to our store and expect to have th two display windows ready in time for the special showing of children's books.

The idea of a special week for children's books and another for Canadian books is a good one and we are right behind it with special displays and drives for increased business in both departments.

With the wonderful assortment of "Juveniles" and such an attractive list from the Canadian publishers, we booksellers of Canada will not fail to put "Children's Book Week" and "Canadian Book Week" over strong.

Thanking you in advance for the display material and window posters for the special weeks.

We are yours truly
W. K. Ireland, Co.

Ottawa Children Deal at Book Store Where Parents Were Well Treated in Young Days; Montrealer Enjoys Grand-Children's Trade

C. Foster Brown Has Advantage of A. H. Jarvis in That Father Preceded Him in Business—Both Dealers Boast of Holding Customers Made for Them Years Ago—Ottawa Bookseller Tells of Methods Which Have Brought Success in Landing and Holding the Children

MILES of copy have been written and much said about people sticking to a store at which they received first class treatment in their childhood days.

If such is the case it is a splendid argument for selling children's books and—giving them attention.

Now is this the case?

Call to the witness box A. H. Jarvis of Ottawa and C. Foster Brown of Montreal, two old-timers in the business. Hear what they have to say, as told to the booksellers in convention in Toronto.

Taking up the question of "Children's trade in books," Mr. Jarvis said:

Let Kiddies Have Dolls

"I keep up a children's Book Department in the gallery of my store. I keep nothing else there—just kiddies' books and books for growing girls and boys.

"When I started in business thirty-three years ago I started in to cultivate the children's trade. I used to buy children's dollies by the ten-gross lots and I let the kiddies help themselves to these.

"Now the same children, grown to manhood and womanhood, are dealing with me and are bringing in their children to buy what they themselves used to buy.

"The children's trade is certainly a good one to cater to. We have divided the gallery into about ten different departments and I have the whole thing under the supervision of two young ladies.

"I employ a system for keeping track of all sales made daily and they go over this to see if there is enough of every kind of book in stock. I do not buy heavily—was never known as a plunger—but I try not to let myself get low on these things. I keep good supplies of the old standards such as "Tom Brown's School Days," "Red Riding Hood" and books of that nature which are as popular today as they were when first placed on the market.

Good Assortment Always

"I also keep a reserve stock with an index telling just where each can be found. I have been told that I have the best-arranged children's department in all Canada. I am not conceited but I am proud of it.

"The girls take an interest in the stock and keep it clean and up-to-date so that there is just as good an assortment in July as at Christmas.

"The big essential, however, is that this department be kept clear of dust and litter. Children want books all the year round and their parents like to bring them to a place where it is clean and the surroundings are pleasant.

"I used to think two dollars was an awful price for a book but now nothing is thought of paying $2.50 and $3.00.

"In closing, I would say that the need of children's books is there. Supply the demand and fill the need and we will all sell five times as many books as we are doing now."



LAWRENCE GUNN SLOAN, J. P.

One of the distinguished visitors from England at the International Stationers' Convention held last month in Atlantic City. Mr. Sloan is European director of the L. E. Waterman Company and head of the L. G Sloan, Ltd., "The Pen Corner," Kingsway, London. He has resided for the last forty-three years in London where he is quite a prominent figure. It was Mr. Sloan who started the movement to send representatives of the Stationery Association of the United Kingdom to attend the annual convention of the National Association of Stationers and Manufacturers of the U. S. A. Mr. Sloan is one of the leading figures of the stationery world, and one service he rendered to the trade is gratefully remembered by all associated with it. He was the pioneer in price maintenance

C. Foster Brown, Montreal, continued the discussion, saying:

"We specialize to a certain extent in children's books, giving over about a quarter of the store to this. We keep all the better class of books as people will now pay up to five dollars for a good book. They want good illustrations, not cheap stuff, for the children. This is why we keep only the better class of books of this kind.

"We follow the practice of playing up all the old standards and we find that this is the best-paying department in the store.

"As my father was my predecessor I can go Mr. Jarvis one better and say that I number among my customers today grandchildren of those children to whom our store once catered.

"Like every other dealer, we do not like school books as there is no money in them but we get the children coming to the store. We take care of their lists, are patient with them and see that they are given the very best service. We see that they get just what they came after and just what they need at school. As a result, they are pleased and they come back for other things.

How Books Are Classified

"We will go to any trouble and expense to get a book for a customer. We make every effort to get the book called for. Don't say it is out of print as the customer is more impressed if an effort is made to get what is wanted."

"Do you classify your books " asked Mr Brown later of Mr. Jarvis.

"We have one side for boys and one for girls," replied the Ottawa man. "We keep the nature stories together with the better class of books at the bottom and the series at the top."

Upon some one declaring that the departmental store frequently cut prices to a tremendous extent Mr. Brown said:

"We have the same thing in Montreal but the public will go where it gets the best service. It is service that counts every time. We don't worry about the departmental or the dry goods stores. Our business has increased three-fold in spite of what they do. When a girl comes to us and asks for a copy of Browning we don't say, 'sorry we haven't got it but here's a nice Henty book'."

The consensus of opinion was that the dealer could not go wrong in going out after the children's trade.

Big Impetus Given to Sales of Book of Indian Fairy Tales When Indian Girl Told Children of Life Among the Red Men

CANADIANS so far have not had much experience with Children's Book Week. This year, however, will likely go down in history as the red-letter period in this particular line of endeavor. From November 12 to November 19 big sales will undoubtedly be chalked up.

For the reason that Canadian booksellers have not hitherto put much stress on these "drives" on children's books photographs of window displays that might assist the dealer in the coming campaign are scarce.

In order to assist the Canadian dealer and give him a sort of model from which to work, Bookseller and Stationer has secured from Mrs. Josephine Greene, manager of the A. C. McClurg and Company Book Store, 218 South Wabash, Chicago, Ill., the accompanying photograph of a Children's Book Window that was put in recently. McClurg's Book Store is, perhaps, the biggest in Chicago and certainly one of the most progressive.

The display shown here was not put in for Children's Week at all but just to interest the little ones and create a demand for a new book which had just been received. "American Indian Fairy Tales" was the name of this book which, it will be seen, was prepared with a view to carrying out the idea of Indian life. To carry out the same idea in her selling campaign Mrs. Greene had the window dressed with natural foliage, Indian blankets, etc., pictures of Indian life and tiny Indian and squaw dolls, the latter being well to the fore under the big canvas tent which was also decorated in true Indian style.

While this display was drawing its thousands to the window a young Indian girl was the centre of an interested little crowd on the second floor. Here, surrounded by children and their parents, she told Indian stories, sang Indian songs and explained the art of paddling which the Indians have so splendidly mastered. This young woman also read in her own quiet way some of the tales from the book that was on display.

Pamphlets and little books calculated to appeal to the kiddie were given out and enormous sales resulted. The books were on display in the juvenile section on the first floor so that would-be purchasers had to go to that particular part to get the book in which their interest had been aroused. The idea of having them go from one place to another was in the hope that while there they might see something else for the youngsters.

"Yes, the little story-telling stunt, worked in connection with the window, proved a big success," stated Mrs. Greene to the editor of Bookseller and Stationer, adding: 'A thing like this will get the children talking and the result is that the news of the show at McClurg's will spread like a prairie fire."



Bookseller and Stationer Christ-



Your Christmas Window Displays May Win You a Prize

Every bookseller and stationer in Canada will be giving particular attention to his "trims" this year. Now, more perhaps than at any other time, the dealer realizes that the strongest appeal to the public is through the window. This being the case, there are sure to be some mighty fine displays during the next two months.

Are You Proud of Your Displays?

There are few dealers who look upon the windows just as space that has to be filled. A well-trimmed window is an achievement of which to be proud, and it is only right that such displays as will be made this Christmas should be photographically recorded for future use. By having photographs taken of your windows you can be storing up practical suggestions for future years and at the same time stand a good chance to

Win a Valuable Cash Prize

that will pay for the photograph and net you enough in addition, to make any efforts you may put forth well worth while. What is more—it will be a distinct honor and a tribute to your ability to carry off a prize or secure honorable mention in

The Christmas Window Contest

being put on for the Canadian trade for the first time in its history by "Bookseller and Stationer." Cash prizes of $15, $10, and $5 are being offered for the best window displays of Christmas goods, and certificates of honorable mention will be awarded displays which, while not winning prizes, may be considered worthy of special recognition.

To enter this contest all you have to do is have a photograph taken of your window and send it in to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto.

mas Window Display Contest

The man in the small town stands as good a chance of winning as the city dealer. Strong Christmas displays are all that count.

The Satisfaction of Having Won a Prize or Honorable Mention

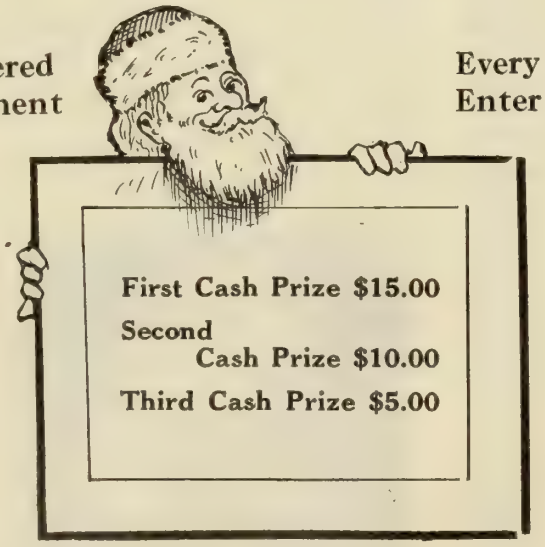
will mean much to the dealer coming out on top in this Christmas Window Display Contest but there is also to be considered the effect that this will have on the public. Not only will the display pay many times over in returns for the efforts put into it but some highly desirable publicity will be given the stores whose windows have been adjudged distinctly meritorious.

Let Us Pay for Your Window

All the dealer has to do in this contest is have the photographer called in. Many dealers throughout the country follow this practice, anyway, when they have a window which they consider out of the ordinary. Send the photographs on then to "Bookseller and Stationer" for judgment. There is no limit to the entries that may be made. If a Christmas display is made each week they may all be entered in the contest.

The Prizes Offered Are an Inducement

Every man sending in a photograph stands a good chance of capturing a cash prize. Should he fail in this his efforts will not go unrewarded for the displays in the "runner-up class" will be awarded certificates of honorable mention



Every Dealer Should Enter This Contest

which he can hang up in a conspicuous place in his store for the public to see. And all photographs containing a selling appeal suitable to the season will be accepted by "Bookseller and Stationer" for reproduction in its pages.

Now is the Time to Get Busy

Make your display both attractive and effective and then call in the photographer. All matter must be addressed to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto, and marked "For Christmas Window Contest."

A note to the Editor will bring any further information desired.

Whole Floor Devoted to Children's Books: Income from This Department at Christmas Was Over Twenty per cent of Store's Total

Fred Cloke, of Hamilton, Ont., Tells How Advantage is Taken of Heavy Demand for Books for Youngsters at This Season—B. T. Ripley, of Toronto, and A. T. Chapman, of Montreal, Give Number of Helpful Suggestions—What the Public Expect

JUST to what extent business may be increased, especially at this time of year—say, from now until Christmas—was pointed out for the benefit of the booksellers and stationers when several of Canada's leading book dealers told of their methods at the convention in Toronto.

Interesting contributions to a most instructive discussion were made by Bruce T. Ripley of The McAinsh Book Store, Toronto; A. T. Chapman and Clinton Foster Brown of Montreal; Fred Cloke of Hamilton; A. H. Jarvis of Ottawa; and G. H. Lightfoot of Toronto.

That children's books are a profitable line to feature prior to and during the Christmas season was pointed out by Mr. Cloke who stated that throughout the year about a quarter of the space of their second floor is given over to children's books.

"Before Christmas," said the Hamilton dealer, "we give the whole floor to children's books and, as a result, our sales from this department mount until they average about twenty-two or twenty-five per cent. of those of the entire store."

Opening the discussion with some very helpful observations on widening the retail outlet for books Mr. Ripley said:

"The best way is to get the children interested. Get them interested in juvenile books and they'll grow up in that environment and become enthusiasts.

"After the very young stage comes what might be termed the 'teen period. It would be well for every store to have one of the clerks trained specially along this line. If a boy gets a book he likes he will come back for others. If he does not like the book he gets he will throw it down.

"Now comes the adult stage from, say, twenty-one to eighty or ninety. Tastes change, it must be remembered, and the bookseller must keep building for the different ages. In smaller stores the selling privilege should be delegated to one who has studied the question.

"In charge of the children's department of the library here is a young lady, Miss Smith, and she certainly knows children's books. The kiddies are advised what books to buy and we find, as a result, quite a number of girls from 16 to 20 years of age coming to our store for good books, not trash.

"As for the older people, they want literature that is heavier. Try and have some one wait on them who knows them and their tastes. The man or woman of mature years does not like to be waited on by a person of sixteen or seventeen. It is good policy, too, to call these people, wherever possible, by name.

"I have always found that the more books that are sold the better is it for all dealers. If Ottawa can increase its sales of books fifty per cent. it all goes to help Toronto. But the right kind of books must be purchased. This is one reason why it is a good plan to have girls in the children's department. They seem to understand the little people better than others.

"Nowadays it is not a difficult matter to sell children's books at $2.50 and $3.00 apiece. There was a time when I was afraid to mention such a price but during the Christmas rush we have people coming in and buying fifty, sixty and seventy dollars' worth. Prices are not taken much into consideration where the child is concerned.

"Now as regards advertising we find that it pays, especially in the Fall. Co-operative advertising by publishers and booksellers would be a good investment for both. One large advertisement inserted by three dealers would show up better and do more good than three small ads. Put in individuality."



MISS M. E. PATTERSON

Author of "A Child's Garden of Stories" (Macmillan.) Miss Patterson is a Toronto lady. The stories are delightfully illustrated by Estelle M. Kerr.

Following Mr. Ripley's address Mr. Chapman of Montreal took up the discussion.

"I am with Mr. Ripley," he said, "in his ideas on advertising. Not even small and persistent advertising is to be despised. All our bookstores are close together in our city—all within three or four blocks. Our advertisement has been in the Gazette every morning for the past twenty-seven years. I intend to keep it there, too, as it has brought me a good deal of business. If it is in the one place every day it will do good. I believe, too, in sending out literature and circulars. Personally, I am a strong believer in advertising.

"Sometimes on Saturdays I think my staff might wonder why I do not get down to the store earlier in the afternoons but I take the time off to read the reviews in the papers so that when I get to the store I can talk about these books to my customers."

C. L. Nelles of Guelph, stated here that he, too, was a strong believer in advertising.

"Too much emphasis cannot be placed on the cultivation of the children's trade," went on Mr. Lightfoot of Toronto, going on to say:

"I have been in business in this country only four years but in that time I have enlarged my store five times. I have been able to do this, I feel sure, because I have catered not a little to the kiddies. Last month I had about four hundred children in the store lined up for school books. As a rule, the child thinks as much of two cents he spends in your store as the average person thinks of five dollars. It is just as important to the one as to the other. It has always been my experience that the dealer cannot give the children too much attention."

Switching for a moment to the school book question, Mr. Nelles suggested that an effort should be made to show the Minister of Education, Hon. Mr. Grant, that the booksellers of Ontario were grateful to him for what he had done for them.

Mr. Chapple of Galt fell in with this idea. He thought a deputation might wait on the minister .

The observations made by Mr. Jarvis and Mr. Foster Brown on the handling of children's books are presented on another page of this issue. They are well worth looking up and reading carefully.

JANE AND HER OWL

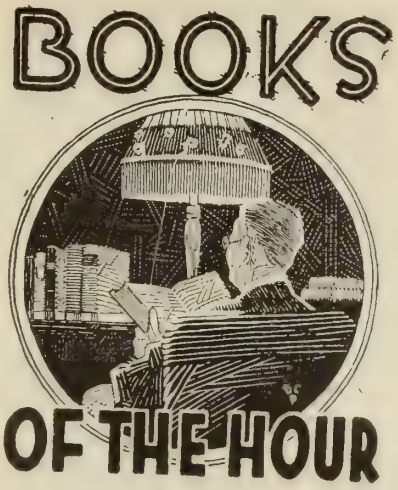
Gene Stone Has Another Thriller For the Kiddies in His Latest Product

Jane, the sensible child, and Oskar, the wise owl, play the principal parts in "The Adventures of Jane" (Thomas Y. Crowell Company, $1.35 net) in which Gene Stone leads his childish admirers into many strange and startling adventures. Following Jane and her Owl, the little folk who read this delightful book visit the realm of the Pig 'n Whistle and the Betwixt an' Between. They meet the Gillcazooks and find again the wayward children, the Anns. They have a brush with the lame coyote and discover the secret on the other side of the great boulder. They go also into the enchanted realm in search of the Princess Snow-White. From here on the kiddies will scarcely be able to hold themselves. What happens when Jane speeds an arrow towards the spotted fawn is told in a manner that will ensure the child's breathless interest. Booksellers may safely recommend this book to those inquiring during Children's Week for a fairy tale that is filled with startling and unexpected situations.

FINE STORIES ABOUT PETS

Lilian Gask's books are always favorites with the children so that her latest, "All About Pets" (Thomas Y. Crowell Company, $2.50 net), should find a ready sale during Children's Week. Everything in connection with the book is calculated to make a strong bid for the kiddies' attention. Certainly the publisher's manner of presentment is very appetizing. The type is large, the paper excellent and the full-page plates in color unusually well done. "All About Pets" is sure to provide a fund of delightful reading, together with much information. What is more, it should implant into children's minds the right ideas as to the care of their pets. With ready sympathy and understanding the author tells many delightful stories about pets that she has known.

The first is about a little white dog called "Dandy" and incidentally contains some sound advice as to the training and feeding of dogs. Then come tales of some very clever cats, famous pigeons and their flights, trick ponies and their stunts, parrots and a number of birds and beasts. A point emphasized is that almost any animal can be transformed into a pet and in an interesting manner the author tells just how this can be done. The information is all given in story form so that the childish reader may be learning all the while he or she is being entertained.



For the Kiddies

BOBBY COON'S ADVENTURES

Considerable Information as well as Amusement in New Child's Book

In "The Story of Bobby Coon" (Thomas Y. Crowell Company, 90 cents net) Crawford N. Bourgholtzer offers a woodsy little book for little readers which, while not pretending to teach natural history, presents a series of pictures of the smaller wild life from which children are bound to get much information as well as amusement. As soon as Bobby Coon became old enough to venture forth alone his adventures began. At first these consisted of such things as a stolen splash in the swimming hole or a romp with his friend Bob White, the quail, but later on encounters with Judge Owl, Sammy Cottontail, Billy Beaver, Reddy Fox and old Rattles are chalked up. How Bobby and his friends make an end of Rattles forms an exciting episode. Learning comes to Bobby with the years and the knowledge that comes to him the author passes out to her readers in a simple and entertaining manner. A book of this kind can always be recommended with safety by the bookseller to those in search of something for the kiddie which is amusing and at the same time instructive.

IN DAYS OF HIGHWAYMEN

"Highway Dust" by George G. Sellick (Thomas Nelson and Sons) is a vigorous story of the days when masked highwaymen bade travellers "Stand and deliver." It tells how the son of a highwayman was entrusted with a packet revealing the whereabouts of a secret hoard. In the search for this treasure adventures come fast and thick.

JOYS FOR THE JUVENILES

"Blueberry Bear's New Home" and "Tiss, A Little Alpine Waif,"

For the little folk two splendid little books have been provided in "Tiss, A Little Apline Waif" and "Blueberry Bear's New Home" (Thomas Y. Crowell Company, each 90 cents net). "Tiss" is the story of a waif who received nothing but blows and jeers all his life, was mocked by other children, had only a shelter for a home and was called "stupid" until even he himself commenced to belive it. Through the pitying kindness of a big, good-natured cowherd who lived up on one of the Alpine slopes, "Tiss" was given a chance. How the child saved the cowherd's life and won the respect of all, makes an intensely interesting tale. The story of "Blueberry Bear" is also a dandy for Bruin's life is just one scrape after another. The book is illustrated in color and is sure to delight all children who like animal stories. The style is easy and pleasant and there is a continuous flow of easy action from first to last. Blueberry Bear and Little Boy Blue are a pair with whom the readers of this book will not be long in getting acquainted.

ADVENTURES OF TWO BOYS

"Hiking Westward" Is a Stirring Tale of Pioneering On the Frontier

Particularly suitable for Children's Week is "Hiking Westward" (W. A. Wilde Company, Boston) by Rodger W. Conant who shows that the knows the genus boy "from cover to cover." A better book for the manly youth of the Dominion it would be hard to find. The type is a good size and everything about the book bears the earmarks of catering to the juvenile. "Hiking Westward" is really a chapter taken out of the lives of two wide-awake boys who go west to make a home for their mother. Although ignorant of the conditions of frontier life, Phil and Ted Porter meet them manfully. They face their difficulties with a smile, work like Trojans on their quarter section through the love which they bear their mother, as shown in their every act, win the respect of the rough but kind-hearted settlers, to whom set-backs and difficulties are daily occurrences. Success eventually crowns their efforts, developing a sturdy self-reliance and unusual ingenuity in surmounting the many obstacles confronting them. Every chapter carries its share of thrills and from first to last the book throbs with the do-or-die spirit of dauntless youth—the spirit which is sure to fascinate and inspire the reader of tender years.

To the Friends and the Parents of the Little Folks
Buy Them a Book This Week

FABLES FOR KIDDIES

Old Aesop Favorites Turned Out This Fall in An Attractive Style

A book that might well be given some display during Children's Week would be that which has just been isued by The Thomas Y. Crowell Company, price $2 net. Of large type text with eight color plates and a hundred line drawings, it would be hard to put a better primer in the hands of children. Both in tale and setting the book is attractive. The fables, of course, are of perennial interest and have been handed down for upwards of three thousand years. By heathen, Jew, Mohammeden, Buddhist and Christian alike these fabdes are read and children of all nations consider them masterpieces. The big feature of this Crowell issue is the manner in which its fables are presented because there is no doubt but that the kiddie's interest will be whetted by the extra large type and the generous illustrations scattered throughout the hundred and twenty six pages of the book.



MORDEN H. LANG

Whose "Knight's Errant of the Wilderness" (Macmillan) has been declared one of the very best boy's books ever written. These stories are of the early explorers of Canada.

NINETEEN SNAPPY YARNS

Morley Roberts Airs His Knowledge In "Salt of the Sea"

No living writer can compare with Morley Roberts in knowledge and experience of those who go down to the sea in merchant ships. In "Salt of the Sea" (E. G. Nelson, Co.), he spins nineteen glorious yarns, every one of which is cleverly conceived and faithfully presented with a certainty of touch and a piquancy of expression that carry the reader forward as though he were navigating the "Roaring Forties." Every yarn has its individuality and its own special facination, and every aspect of the seaman's life comes under review in one or other of the stories. Perhaps the cream of the collection consists of the chapters dealing with a shanghaied admiral who "makes good" before the mast, the skipper who ingeniously revenges himself on his scoundrelly owners, and the party of scientific gentlemen who unexpectedly take command.

"REGULAR FELLERS" DEPICTED

Edward Streeter of "Dere Mable" Writes About Real Boys

The very fact thaat he wrote "Dere Mable" should be sufficient to get the little folk—and the big 'uns, too—interested in "Beany, Gangleshanks and The Tub" (G P. Putnam's Sons). This is a book both for boys and about boys for grown-ups. Beany, Gangleshanks and the Tub are shown in search of romance. In most things, they merely reflect grown-ups, with this difference only—they are more brutally frank. The author makes it plain that at no stage are the sensibilities more keen than at the age of twelve. Seldom in later life is misery more poignant or joy sweeter, even though the cause may be infinitely more weighty. This admirable sketch of boy life by Mr. Streeter is very much akin to those which have made Booth Tarkington famous. The dream world is shown as a blend with the world of things as they are. Romance is shown domiciled in dusty barns and unfrequented attics. A ragman's horse becomes a worthy stable-mate of Pegasus. Each pasing derelict is a potential nobleman or desperado. Beany, Gangleshanks and the Tub are "Three Musketeers" of Juveniledom. Youngsters will glory with them in their exploits while older folk will laugh heartily at them, and, throwing off the years of adolescence, with them.

STORY OF A NOBLE DOG

"Prince Jan" is a Tale of Interest to Parents as well as Children

A book admirably suited for display during Children's Week is "Prince Jan" (S. B. Gundy, $1.75), the story of a noble St. Bernard dog from which the father will take just as much enjoyment as the son. The book is attractively bound, the type is clear and bold and Forrestine C. Hooker writes so that any child may understand. "Prince Jan" is the descendant of those famous St. Bernards who have for centuries saved the lives of travellers lost in blinding Alpine storm. The tale opens with the canine hero sitting in the hospice in the midst of his puppy brothers and sisters listening to the enthralling story as told by his mother of their illustrious ancestors and how the greatest honor that could possibly come to a St. Bernard would be to die in the service of mankind. Eventually Prince Jan is carried away by visitors to sunny California. For a time the land of sunshine carried no appeal; for the son of the snows it had no pleasures. Finally, though, he came to love the life of the ranch as well as his kind mistress and master. Then came trials and adventures and finally in a storm at sea this noble dog learned how a great St. Bernard could be of service to mankind. This is a book which every growing girl and boy should thoroughly enjoy.

THRILLS IN THE FUR LANDS

James B. Hendryx Now Takes His Readers Into the Land of Trappers

"Connie Morgan in the Fur Country" (G. P. Putnam's Sons) is undoubtedly one of the finest books for boys that has been turned out in a long time. James B. Hendryx writes in an interesting manner of the adventures into which youths flounder and certainly Connie Morgan is shown to be just as courageous and as daring in the Fur Country as in Alaska, in the lumber camps and with the famous Mounted Police. The book is dressed elaborately, is easily readable and carries eight splendid illustrations. Connie Morgan, stalwart, true, courageous, long a friend to a host of boy readers, is seen wending his adventurous way into the land of the trapper. This is a story of the "Big North"—the gaunt, white, silent land beyond the common haunts of men, the land of unmapped mountains and lonely trails, where men are rough but big-hearted and where men of small hearts are not wanted. Every chapter in this splendid book has its share of thrills and every one of the three hundred and twenty-five pages is sure to be of interest to the boy reader. With the wild beasts of the forest Connie has thrilling adventures and in tackling the hooch-runners he takes his life in his hands on more than one occasion.

Next Week Canadian Authors Week

This is Children's Book Week
Throughout Canada
Have the Children Read a Good
Book During This Week.

GRIM STUDY OF REALISM

"The House With The Green Shutters" Is a Strong Scottish Novel

"The House with the Green Shutters" (Thomas Nelson) by George Douglas, is a powerful and moving story of life in a small Scots burgh, also one of the grimmest sudies of realism in all modern fiction. It traces the history of John Gourlay, a local merchant of remarkable personality, a mixture of rugged force, dull pertinacity, and obsessing pride, from the day of his prosperity when he dominates the little town and raises the bitter resentment of his fellows by his dour arrogance, down to the hour of his ruin and the tragedy which overwhelms him, his wretched wife, his consumptive daughter, and his unstable son, who emerges as a parricide. The characters of the place are delineated with penetrating insight and a wealth of pawky humour. The author flashes a cold and remorseless searchlight upon the backbitings, jealousies, and the intrigues of the townsfolk, and his story stands as a classic antidote to the sentimentalism of the kailyard school. The book has been described as the greatest Scottish novel since Stevenson.

WRITES FACTS FOR CHILDREN

Great Mystery of Life put in Simple Language by Emma Lieber

To be able to write a book on a scientific topic so that children may comprehend it is an accomplishment worthy of notice and one with which Mrs. Emma Lieber must be credited in "God's Children". (Burton Publishing Co., $1.). In this book Mrs. Lieber places before children facts they should know about in so simple a manner that they cannot fail to grasp the meaning of her every word. This story explaining one of life's greatest mysteries is told from a biological angle and answers all questions that the inquiring child's mind asks concerning the mysteries of life. Will Vawter is the well known Hoosier artist and has ably adapted the illustrations to the story told. The introduction is written by Lee Alexander Stone, M.D., author of "The Woman of the Streets" and "Open Talks to Mothers and Fathers." This introduction is an unusual piece of literature within itself. Taken all together, this little volume will be found to supply the need that all thoughtful mothers have felt at the time they have been confronted with the straight questions from their children in regard to sex problems.



G. H. LIGHTFOOT

Bookseller and stationer, of Stratford, Ont., who played a prominent part in the trade convention in Toronto.

EXCITEMENT AT SEA

"Sailing Under Sealed Orders" is Thrilling Tale of Navy Life.

The boy who likes a book that thrills will be sure to appreciate "Sailing Under Sealed Orders" (W. A. Wilde Company) by Commander Thomas D. Parker of the United States Navy. Commander Parker's stories are based on his intimate knowledge of naval affairs. The experiences which his characters go through show to every reader of his books just what is happening or may happen within the gates of the navy yards, or on the high seas on board a mighty battleship. They are certainly true and stirring pictures of life in the navy both afloat and ashore. "Sailing Under Sealed Orders," is a story of the navigator of the "Greenville" and from first to last it is filled with action. Sealed orders always sends a thrill through every Jackie. 'What port?' and 'what's up?' are two principal questions asked. The receiving of sealed orders on a man o' war always means the chance of a fight and in "Sailing Under Sealed Orders" there is fighting aplenty. It is a book which is sure to be prized by every youth who likes to make heroes out of the men in the navy. The whole get-up of the book, too, is excellent.

SCENES LAID IN ROME

Best traditions of romance followed In "A Roman Singer"

Francis Marion Crawford has given the world something particularly good in "A Roman Singer" (Thomas Nelson). The plot of this delightful love story follows the best traditions of romance. The scene is laid in Rome and the surrounding district. Nino, a peasant boy, is adopted by an old professor, against whose will he studies to become a singer. On the threshold of his career he falls in love with the daughter of a German baron, who spirits away his daughter and immures her in a castle in the mountains. Finally she is rescued by her lover, who in the meantime has achieved world fame and all ends happily. The mysterious is represented by the sinister personality of the Wandering-Jew-like Baron Benoni, and the pawky reflections of the raconteur, the old professor, add charm to a story which sustains the interest from beginning to end.

IN A SCOTTISH CASTLE

"A Strange Delilah" Is the Story of a Soldier's Daring Escapade

The story of a daring escapade carried out by a young man to help his friend come to grips with one who had done him a great wrong is "A Strange Delilah" (John Murray, London, W.,) by B. B. The hero tells the story of his thrilling experiences, which take place in an old Scottish Castle at the present day, in a simple and straight-forward manner which at once enlists the sympathy of the reader. At the outset of the narrative two young men—both ex-soldiers—are seen scanning the "Help Wanted" Column. One of these men had been a female impersonator during the days in France and was considered the best "actress" in British Army. How he comes to answer an advertisement for a companion to a young lady of seventeen is an interesting tale in itself and what followed afterwards is even more interesting. With a young man acting as a young lady's companion the story might easily have been spoiled or made vulgar by clumsy handling but such is not the case. There is not the remotest touch of indelicacy in the tale which deals with a series of intrigues in an old Scottish castle. Sir Simon, upon whom Delilah is sent to spy, proves to be a dangerous German agent and his castle a resort for treasonable asscoiates. "A Strange Delilah" is a rattling good novel with a strong romantic strain and love interest running through it.

This Is Children's Book Week Throughout Canada;
Buy Books for the Little Listeners

Next Week
Canadian
Authors'
Week



Brief Reviews of Seasonable Books

NEW FORM OF FICTION

Dreams constitute subject matter of Maxwell's "A Third of Life"

Perriton Maxwell selected a strange title for his latest novel, "A Third of Life" (F. D. Goodchild, $2.), but the title is not any more unusual than the narrative itself. The "third of life" is that period that is spent in sleep and Mr. Maxwell deals in an interesting manner with the peculiarities of dreams. At the outset of the tale the hero—then a child of five years—records the sensations that assail him in falling from a balloon away up in the heavens. Because before his birth his mother saw a balloonist fall to his death the child is continually troubled with this nightmare. As he grows to manhood he conquers this fear and, by dint of study, becomes a doctor of dreams. How the young man's life is affected by the visions that come in sleep, how he skilfully interprets his own and his friend's dreamland visions, even solving a mysterious murder in this peculiar way, are all told with an interest that is unusual in its intensity. Eight remarkable illustrations add not a little to the value of the book.

BOTH PATHOS AND PAIN

Happy, Care-free, Singing Maid is Heroine of "Little Miss Melody"

The story of a man's love and of a woman who failed him, leaving him free to a splendid life work, is "Little Miss Melody" (McClelland and Stewart, $2.) by Marian Keith. Janet, who sings her way through life in sunshine and storm, is dubbed Little Miss Melody by the young minister who "supplies" for her father in Knox Church on Cherry Hill. The latter is a delightful place with its familiar manse, its woods, its cobbler shop, the Kelly home and all the rest of it. Janet and the minister become fast friends and her conversations with the young man—innocently frank always and not infrequently disconcerting—are a feature of the story. The young minister proved to be quite a poular addition to the colony on Cherry Hill and the chase was nothing if not spirited that summer he "supplied." Janet was but a child of twelve but between her and Mr. Meldrum there grew a strong affection. Towards the final chapters Little Miss Melody is lost in the bush and is rescued by the young man whom, if she had had her choice, she would have wished to rescue her. Then comes the war and David Meldrum, tall, straight and noble-looking in his chaplain's khaki, is seen marching off, leaving behind him many weeping admirers and a little verse in the album for Dear Jennie Melody. Miss Keith's latest work is certainly one which should appeal to Canadians, particularly during the week of November 19 to 26 when the works of Canada's own authors are being pushed forward.

WRITES FOR THE KIDDIES

William E. Griffis Seems to be Perfectly at Home in any Country

William E. Griffis can always be depended upon to write in an interesting manner for the little ones and his "Welsh Fairy Tales" (Thomas Y. Crowell Co., $1.60 net) are no exception to the rule. Mr. Griffis writes as engagingly of the fairies of Wales as he does of those that flit about the mountains in Switzerland or the dykes of Holland. Some of the legends in "Welsh Fairy Tales" date back to the time of King Arthur and his knights who, Dr. Griffis avers, were all Welshmen. But by far the greater part of the stories deal with the folklore of the common people and are touched with their quaint humor. The tales are presented in such a manner that they cannot help but interest the child. They are attractively and intimately presented both in text and picture and should make good reading for the little folk. Books of this nature might well be displayed to good advantage during Children's Book Week.



BROOKES MORE

Author of "The Beggar's Vision," which has just been published by The Cornhill Publishing Company of Boston, Mass. The format of this book is of a most elaborate nature.

STORY OF ROUMANIA

Former Toronto Society Leader Writes Splendid History

Some years ago Miss Ethel Greening was exceedingly well known as a society leader in Toronto. Then, during an around-the-world tour came a bit of spirited romance, with marriage to a Roumanian gentleman.

Ten years' residence with her husband in that little-known but most romantic country has given an unusual background for letterpress descriptions and this has been taken full advantage of in a new book "Roumania in Light and Shadow," which has just been placed on the Canadian market by The Ryerson Press.

The book may be considered to be a standard work so far as its treatment of Roumanian life and manners are concerned. The second part of the volume deals in an intensely interesting way with revolutionary days in Russia and cites particularly the career of a remarkable Canadian, Colonel Boyle of the Klondike.

A POST-WAR TALE

Thousands of sorrowing homes were cheered during the dark days of the war by the wonderful books of Coningsby Dawson. Now Coningsby Dawson has written a novel. The title alone, "The Kingdom Round the Corner," is enough to make the least curious want to read it. It is the kind of story that plays softly on the heart-strings. It is about Tabs who came back from the war to find the Kingdom he had built up in his dreams fading from him. Terry, the beautiful, the audacious, had been this Kingdom. Now—

BY A CANADIAN PASTOR

Characteristic of its author from opening chapter to finale is "Jess of the Rebel Trail" (McClelland and Stewart) by H. A. Cody, a Canadian who stands well to the fore among the successful authors of the Dominion. This story of mystery and romance is one that deserves a conspicuous niche in the display of Canadian books during Canadian Authors' Week. Captain Tobin, so runs the story, is on his knees scrubbing the decks of the "Eb and Flo" when someone trips over his feet and collapses on his broad back. Twisting around he finds finds himself staring into the frightened eyes of a lithe young girl who picks herself up with dignity and says firmly "You have to hide me on your boat, I'm running away." In this manner Jess starts on her rebel trail that leads back to a secret covered by the dust of twenty years and forward to a certain man with whom the past had linked her. The narrative begins with the "hold-up" of Mrs. Randall by a man who secures five hundred dollars from her in payment for his silence regarding an exchange of babies that took place many years before. Jess, one of the babies in the affair, is marked off by Mrs. Randall for a "brilliant career" as the wife of Lord Doncaster's son. But Jess does not see things this way at all. Marvelling at her mother's readiness to sacrifice her happiness Jess runs away. Then comes the incident with the captain. From this point on events move quickly. The strain of love and jealousy runs all through the book, making the tale one of deep and absorbing interest.

Latest Book by St. John Author Is Put Forward

J. Edmund Secord of the E. G. Nelson and Company Book Store, St. John, N. B., can always be depended upon to put in a window display that will hit home. From the illustration below a good idea may be secured of the type of displays for which this enterprising company is famous. It will be noted that Mr. Secord is "playing up" the work of a St. John author, Rev. H. A. Cody, whose "Jess of the Rebel Trail" has been published this Fall by McClelland and Stewart, Toronto. The fact that the author is a St. John man is not lost sight of, even the pennants emphasizing the appeal of this book of St. John people. R. O. Smith of Orillia, Ont., has also had a display recently of books by a local author, Miss Marian Keith, one of Orillia's most distinguished daughters.

A THRILLER OF THE WEST

With a man who claims to be an escaped convict staggering into the open door of a little bungalow in the little Western town of Vernock and accepting the protection of a young girl who throws a posse of man-hunters off the scent "The Spoilers of The Valley" (McClelland and Stewart, $2.) starts off with a dash that is maintained to the very end. Robert Watson, author of "Stronger Than His Sea," "My Brave and Gallant Gentlemen," and "The Girl of O. K. Valley" is a Canadian who has forged rapidly to the front as a novelist. His books, all of them well worth while, will undoubtedly be among the best sellers during Canadian Book Week. "The Spoilers of the Valley" is the story of a man who bore his friend's dishonor. Once partners, the two meet after five years in which time one became wealthy and the other an outcast. It was a case of the latter paying for the former's crime. But when Phil Ralston, wounded, starving and [illegible] met Graham Brenchfield, the biggest man in all that ranching country, in the little six-roomed bungalow where the former had found protection a stirring adventure-romance was started which finally ended, after many thrilling encounters, with the fortunes of both reversed. This is a gripping story of love, villainy and courage in Canada's great West.



Read a Book by A Canadian Author

Canadian Authors Week

PLOT THAT RINGS TRUE

Rich Humor and Genuine Pathos in Hutchinson's "If Winter Comes."

One of the most talked of books of the season is A. S. M. Hutchinson's "If Winter Comes" (McClelland and Stewart), written by a man who served both as private and officer throughout the war and who having overcome the despondency that in war days overwhelmed him, has now given the world his most mature and most important novel. The plot is unique to a high degree but for all of that it rings true and is wonderfully well worked out, making a narrative sufficiently interesting to make the reader forget all else in its perusal. The story is of Mark Sabre, an unusual Englishman, and a great thinker. Mabel his wife, is fond of light talk and gossip, and cannot in the least understand her husband, and his eccentric friends, little puffy Mr. Fargus and the Perches mother and son. But Nona, his childhood friend, understands his deep thoughts, and loves to hear him talk about the things that interest him. Mabel, exasperated over an unfortunate episode in connection with Effie, a young girl he had helped, obtains a divorce. So many of his friends have died, and he has had such awful experiences in the war, that he almost loses his reason, but he recovers to be united with Nona. "I do not know when I have had more continuous enjoyment in reading a new book," writes William Lyon Phelps in the New York Times Book Review, adding: "If Winter Comes" is not only a thrilling tale, it is an important work of art. It has a real and skilfully constructed plot; the hero is unforgettable, and even the minor characters are impressively human; it abounds in humor and wit, the laughter of fun and the laughter of the mind; it is based on the spiritual truth revealed to the world some nineteen hundred years ago." In the opinion of Heywood Brown of The New York Tribune, "If Winter Comes" is the best novel in English which has come from the war, while "a novel of distinction" is the tribute paid by John Clair Minot in The Boston Herald.



ROBERT KEABLE

Author of "Drift of Pimons," "Pilgrim Papers" and "Simon Called Peter," the latter being one of the most popular novels on F. D. Goodchild's Fall list.

WHEN A MAN'S TOO OLD

Question of Efficiency in Business Crops Up in "The Empty Sack."

"Whether a man steals the bank's money or you give it to him as a gift isn't the point. My job is over when I tell you that he gets what he doesn't earn." In these words Bickley, the efficiency expert, tries to make Robert Bradley Collingham, bank manager, feel that he did the right thing when he let Josiah Follett go because the advance of old age had caught him unawares. Although in a way only one of the minor characters in the story, Josiah Follett, plays a big part in "The Empty Sack" (Musson Book Company, $2.), one of the most refreshing novels written by that talented Canadian, Basil King, who has already to his credit "The Thread of Flame," "The Lifted Veil," "Let no Man Put Asunder" and a number of others. "The Empty Sack" is a powerful dramatic story answering the question, "How far can the efficiency principle—the value of a thing being as much as it will bring—be applied with safety to the employee, the employer and to society in general?" It also raises the question of society's responsibility to an individual whom life has trimmed to fit one of its million small tasks. Having convinced himself that there is no room for sentiment in business, Banker Collingham discharges old Follett, never for a moment dreaming that as a result of this action his only son would marry the ex-employe's lovely daughter and that young Ted Follett would turn out to be one of society's empty sacks, for it is hard to make an empty sack stand upright. The author brings his brilliant narrative to a close in an astounding climax for both Folletts and Collinghams.

A NOVEL OF ENGLISH LIFE

Jane Harding Writes Understandingly Of a Section of England

There is a refreshing breath from rural England in "Margaret's Mead" (S. B. Gundy, $1.75) which is undoubtedly one of the finest novels of English life turned out in a long time. Lovers of English fiction will find England itself in this book for the characters are drawn not from the freaks and eccentricities of certain sets but from the fragrant corners of the island kingdom. The story deals with the human drama that passes within two small country places, "Margaret's Mead" and "Grey-ladies." Marion Napier abhors the idea of divorce but the fates cast into her life a man with whom she falls in love, thus forcing upon her, eventually the decision she has dreaded. The man who has taken her fancy is divorced. True to her sensibilities Marion fights against the inevitable. And the man, though loving her, strives with might to strengthen her against himself. The result is a novel very little like anything which has been written in a long time. Wasted ambition, thwarted love and the old, old struggle between love and honor are the motives, which, in complex interweaving with the author's clever characterization and remarkable re-creation of scene, make a novel of profound appeal. Miss Harding writes well and her subject she treats with a skilled hand.



DR. E. A. HARDY

Whose "Selections from the Canadian Poets," contains selections from Canadian poets, old and new, and in its new form is assured of a generous welcome. It is published by Macmillan's.

A LIKEABLE YOUNG FOP

Hero of the "Indiscretions of Archie" An Amusing Character

Those who read P. G. Wodehouse's "The Little Warrior," which was published serially in MacLean's Magazine not long ago, will want to lay hands on "Indiscretions of Archie" (McClelland and Stewart), the latest happy novel for which this author is responsible. For the lovers of a story that is filled with laughable situations and refreshing conversational patter the "Indiscretions of Archie" is just the thing. A more likeable young Englishman never touched America's shores. Falling in love with the daughter of a millionaire hotel-owner, Archie gets from his father-in-law board and lodging for himself and bride, but for all else—even his shoe shines—he must pay. Mr. Wodehouse's hero, though, is no favorite with his father-in-law; his mannerisms and "awkwardness" are against him. Nor do the many scrapes into which Archie flounders tend to improve his position any. Lack of courage, however, is not one of Archie's faults. Occasionally during the war, through which he served as a second lientenant, Archie's superior officers thanked God that Great Britain had a navy, but even these stern critics found nothing to complain of in the manner in which the care-free young officer bounded over the top. The same courage that Archie displayed on the battlefield he displays in New York and even father-in-law's admiration is forthcoming. As Archie would say, "Indiscretions" is a "dashed jolly old" book.

ANOTHER "ELIZABETH BOOK"

Novel by a Mistress of Sarcasm which Must be Read to be Appreciated

The author of "Elizabeth and her German Garden" and "Christopher and Columbus" has never shown the products of a sarcastic pen to as good advantage as in "Vera" (S. B. Gundy, $1.90) which is the story of domestic life a good deal different from the majority of this kind. Certainly one must read "Vera" to appreciate it. There is a strong vein of sarcasm running through the story which only the reader can enjoy. Everard Wemyss, so runs the narrative, is a man whose morals are irreproachable. But he has a queer conception of domestic felicity. So queer, indeed, is it that Vera after trying for fifteen years to play the part of a dutiful wife, flings herself from a window to her death. Wemyss is more offended at her action than sorry over it. His indignation shows when he meets Lucy who in time takes the place of the suicide spouse. Then the task of taming Lucy begins. How she is brought from love to fear in a week is admirably told. "Elizabeth" makes the most at this point of her great talent for sarcasm. Evearad is depicted as being coolly affectionate one moment and callously brutal the next. Immediately after marriage Lucy's eyes are opened and the Everard she knew is a changed man, a self-centred prig with little sense of decency. A quiet aunt plays a big part in the narrative, also in the bringing to a climax of a horrible existence. Fearing Lucy might not stand the strain as long as did Vera she takes a hand in the game. "Elizabeth" works out the plot in an intensely interesting and masterly manner.

REFERENCE WORK ON OPERAS

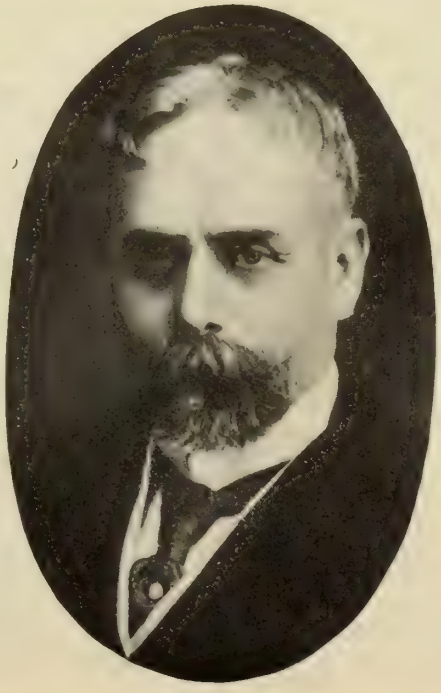
J. Walker McSpadden Furnishes Guide To Plots and Characters

Meeting the demand for a more comprehensive book than his 1911 edition of "Opera Synopses," containing the plots and characters of some sixty-four operas and even in his 1915 edition of eighty-eight in all, J. Walker McSpadden has prepared a revised edition of "Opera Synopses" (Thomas Y. Crowell Company, $3 net) containing the plots of over one hundred and forty-three operas from sixty-six composers. The material is grouped under each composer who is also given a biographical sketch. Each opera is discussed as to time and place first given, cast of characters, locale and finally a story-telling argument puts the reader in possession of the plot. For quick reference before hearing an opera it would be hard to find a more useful guide than this. There are sixteen full-page illustrations and with its index and alphabetical arrangement of material the book is without doubt one of the finest of its kind. Only those operas which, in the author's opinion, stand a good chance of surviving are treated, the idea being to make "Opera Synopses" more a practical handbook of usable material than a 'complete' work. Perhaps the outstanding feature of the book is the fact that the narration of the plots is much more lucid than in the regular librettos offered for sale on the nights of production.

A BOOK FOR THINKERS

A Real Achievement in Fiction is Tribute to "The Wasted Generation"

Revealing a profound knowledge of the human soul and mind and giving human nature its place as the most human and important thing in the world Owen Johnson succeeds in "The Wasted Generation" (F. D. Goodchild, $2.) in scoring to quote Walt Mason, "a real achievement in recent fiction." Certainly, as Mr. Mason says, it is a strong, thoughtful and impressive story. What is more, it is a book of strong individuality with sufficient action to insure it a wide circulation. Mr. Johnson sketches with a master hand the life of David Littledale of Littledale, Connecticut, a man awake to the problems of the day—his philosophy of life, his passionate love affair, his keenly critical attitude towards American institutions and his bitter disillusionment with respect to his generation. The reader is introduced at the outset, without any preliminaries, to Brigadier Littledale of the Foreign Legion, who was wounded and shell shocked at Verdun where he won the Croix de Guerre. Instantaneous acquaintance with such a man serves to put the reader in a mood for something good. Nor is he disappointed. The real trouble with America, as seen through the eyes of Mr. Johnson's rare and inimitable French heroine, is that the country's horde of immigrants are peasants and workers who have not learned to love their adopted country more than they love themselves. As a love story and romance alone "The Wasted Generation" would have been a novel of more than common charm and poignancy but with its skilful treatment of the danger threatening from Socialism, Internationalism, etc., it is a book that will remain long in memory.



A Canadian who has won for himself a high place in the world of letters is Sir Gilbert Parker, at present resident in England.

Sir Gilbert's books have always been popular in his native land, as well as in all other parts of the world.

"QUILL'S WINDOW" NOW

Somewhat Different From His Others is McCutcheon's Latest

The very name of George Barr McCutcheon is in itself a big advertisement for a book and "Quill's Window" (Ryerson Press, $2.00) gets away to a good start on this account. Just the same, "Quill's Window" will go far on its merits. It is different from McCutcheon's other books, but it is none the less interesting for all that. The plot of "Quill's Window" is just as fascinating in its way as his never-to-be-forgotten "Graustark"; the narrative is just as interesting and the incidents just as stirring. The author has departed from his customary style in his latest novel, inasmuch as he deals here to some extent, with the sex problem. Alix Windom, a young heiress, is loved by a youth of obscure origin who served with distinction as a surgeon in France and is wooed by a gay New Yorker who poses as a hero, who had been honored by his country, whereas in reality he was dishonorably discharged for drunkenness. Alix is fascinated and after a very narrow escape is only released from her "spell" by the advice of an old friend, who likens the New Yorker to the snake charming a bird and luring it to destruction. Exposure follows in due course and everything turns out happily. In the unwinding of the narrative, though, the reader puts in many an anxious moment. For George Barr McCutcheon knows how to write one of those hard-to-put-down novels. "Quill's Window" is certainly one of these.

WOMAN'S ADVANCED IDEAS

W. L. George's Latest Heroine Depicted As Something of an Enigma

W. L. George has written a novel that can scarcely be called other than frank in "Ursula Trent" (Musson Book Company, Price $2.25). Ursula is one of the new women. Leaving her ancestral estates because she is bored by the restrictions cast upon her by her parents and, following a squabble over a soldier monument, Ursula goes to London where she starts out typing for a novelist, With her employer's nephew she becomes entangled, following which she becomes a manicurist. Behind the curtains of her booth she lets men kiss her until one of them—a young dress designer—catches her fancy. Going to live with him, she joins her companion in his irregular life, becoming a smoker of opium. In a brawl she falls over a trunk and is ill for months. Notwithstanding the fact that she comes to hate her companion Ursula refuses to leave him. A terrible scene ensues when Ursula finds that Julian Quin is playing her false. An agreement, however, is reached whereby everything goes on as before. But Ursula's loathing does not desert her. Finally she makes up her mind to go. Enter Alec Brough. She tells him of her plans, that she is going to leave, does not know what she is going to do. "You are going to marry me," he retorts. She does. And everything ends happily. For Ursula's morals not a great deal can be said but for the story as a story one could say much. For from first to last "Ursula Trent" moves with a rapidity that gives the book an interest, amounting almost to fascination.

CAINE AND BRIGGS

The recent publication in Canada of Sir Hall Caine's epoch-making story, "The Master of Man," brings to light a rather interesting incident which occurred during his visit to Toronto a decade or so ago. Sir Hall Caine had been invited out to dinner one evening then by a publisher who was at that time a good deal in the public eye, to meet other members of the trade in Toronto. When the meal, a rather sumptuous one, by the way, as was natural under the circumstances, was about to begin with no evidence of any grace being asked, the lion of the evening turned to the host saying,

"Excuse me, sir, I never like to begin a meal without grace. Will you allow my dear friend, Dr. Briggs, to say it?"

Dr. William Briggs, who was at that time head of the House which bore his name, and who has since been given the term, Book Steward Emeritus of the House which now uses the trade name The Ryerson Press, is well known to be strongly Irish, and it is said that he rose to the occasion admirably.

A COMPLETE LIBRARY

(Continued from page 42)

of Canadian fiction. "Marie Chapdelaine," he thought, should be sold during Canadian Book Week by the hundreds and thousands. He classed it as a remarkably fine work.

Miss Smith, in charge of the Children's Department of Toronto Public Library, declared that children are now reading more than ever before. As a matter of fact, they were reading 100,000 more books this year than last.

Children's Books Needed

"If you do not cultivate the children," she said, "they will do nothing for you in coming generations. We need Canadian books for Canadian children. And we need more reviews of Children's books. I think if you read as often as I in our children's books that America and her allies won the war you would realize just how much we need Canadian books for Canadian children. In every school and camp story the stars and stripes are conspicuous."

William Tyrrell, one of Toronto's best known booksellers, and Mr. Boulton, head of the book department in Simpson's, spoke encouragingly of the part that the booksellers will play.

Frederick D. Goodchild moved a vote of thanks to the speakers, being seconded by Mr. Whittaker of the retail department of the Methodist Book Room. Mr. Tyrrell also moved that a vote of thanks be extended to the committee that organized and arranged the meeting.

COMEDY IN THREE ACTS

"The Whiteheaded Boy" One of Irish Players' Cleverest Comedies

One of the cleverest of the comedies produced by the Irish Players in recent years is "The Whiteheaded Boy" (G. P. Putnam's Sons, $1.75) by Lennox Robinson with an introduction by Ernest Boyd. The play was first given at the Abbey Theatre in Dublin and then ran for a full season in London, where it met with phenomenal success. The richness of its humor, the drollery of the situations and the perfection of play writing which it exhibits undoubtedly place it high among modern plays. Representative of the best work of the author, who has been proclaimed as another Synge, "The Whiteheaded Boy" takes its strength from the perfect combination of form and content and the fact that there is not one situation that is forced or stagey. An attractive innovation is the narrative form of the stage directions, putting the whole thing in the form really of a running story.

LIGHT ON FOREIGN POLITICS

Professor Nicolas Petrescu Offers "Thoughts on War and Peace"

Messrs. Watts and Company, London, have issued an original work by Professor Nicolas Petrescu, entitled "Thoughts on War and Peace," in which the author endeavors, from the viewpoint of independent thought, to throw light on the problem discussed and to indicate a method by which international brotherhood may be attained. The little book is in the nature of an inquiry into the conceptions prevailing in foreign politics and endeavors to show that the first step towards a new order of things in international relations is to remove the existing conceptions of war and peace—that is to say, all conceptions which make the political life of a nation contradictory to the ideals of humanity. In this thoughtful and penetrating work the claim is made that the actual conditions in foreign politics do not entitle us to believe in the practical outcome of a League of Nations, although the need for such a relationship is felt today more than ever. In order to make possible the realization of a common understanding between all the nations of the world, it is necessary to renounce the old values through which men have been accustomed to look upon international relations since the dawn of history. The conceptions of war and peace, with all their implications should be banished from our political mind. Only a change in thought habit in foreign politics can lead to a new order of things. This change cannot take place until we have become aware of the worthlessness of the actual conceptions in foreign politics. Hence the necessity of examining these conceptions. The main object of Professor Petrescu's book is, in fact, to furnish such an examination and to throw light upon the problem of war and peace from the viewpoint of independent thought.

MENTAL HEALING DISCUSSED

"The Quimby Manuscripts" An Important Contribution to the Subject

To those interested in any way in the subject of mental healing "The Quimby Manuscripts" (Thomas Y. Crowell Co., $3. net) should be a veritable "find." These manuscripts, setting forth the theories of Dr. P. P. Quimby who made no use of drugs but depended for his cures upon a system of his own, have been collected and edited by Horatio W. Dresser and are intended to show the discovery of spiritual healing and the origin of Christian Science. The book is undoubtedly one of the most important contributions to the subject of mental healing ever published. For it gives the history of the discoveries and practice of P. P. Quimby whose researches began in 1840, and tells us in his own words how he came to develop the silent method of healing and to acquire his theory known as the "Science of Health." The editor has obtained these writings from Mrs. George A. Quimby, including the confidential letters from Mrs. Eddy to Dr. Quimby (1862—64), which have never been published. Facsimiles of portions of these letters and manuscripts are included in the volume and the book as a whole contains an adequate statement of Quimby's theory as found in his manuscripts, 1846—65. The volume also contains the writings which Mrs. Eddy borrowed during her stay in Portland as Quimby's patient. The editor is a son of Julius A. Dresser, who was the most active of Quimby's followers at the time Mrs Eddy was under treatment and who loaned Mrs. Eddy the copy books which made her acquainted with the Quimby manuscripts. The documents have been a subject of great interest to Christian Scientists and others for forty years but have never been available for publication. The book is not controversial but documentary, and is presented without apology or animus with the earnest belief that it will throw a flood of light on a much discussed subject.

AN INSPIRATIONAL BOOK

That those who do not get on in the world have only themselves to blame—there being very few exceptions to the rule—is the moral in a nutshell of "Masterful Personality" (Thomas Y. Crowell Company, $2 net) one of the inspirational works of Orison Swett Marden. This book, like all that come from the pen of this author, radiates sincerity and frankness. A better book could not be recommended to the student who has reached that point in life where thoughts of his vocation are becoming troublesome. Dr. Marden, who stands in the forefront of inspirational writers, talks freely of the value of a winning personality as an asset, of sincerity and genuineness, of ambition as the spur to achievement, of self reliance and self help, of life efficiency, of the driving force of will power and of the thousand and one ways of attracting prosperity. The author takes up too, the topic of personal supremacy and seeks to define it by a series of short pungent chapters. Among his topics are: Impelling Personalities, The Man You Could Be, Personal Charm, Personality as an Asset, What We Attract, What is Our Keynote, What Mental Chemistry Will Do For You, Timidity and Supersensitiveness, etc.—each chapter freighted with shrewd commentary and sound advice. That personality is a subtle essence which cannot easily be imparted as it must be born into one, cannot be denied. But many of its higher attributes come only through assiduous cultivation, as Dr. Marden shows. Every man in business, whether successful or otherwise, will find much in this book that is worth conning over.



ROBERT J. C. STEAD

Prominent Canadian Author who is chairman of the committee appointed by the Ottawa Branch of the Canadian Authors' Association to look after the clubs and societies for Canadian Book Week.



Mrs. Madge Macbeth, Prominent Canadian, Who Has Been Appointed By The Ottawa Branch of The Canadian Authors' Association To Head the Committee Whose Duty It Shall Be To Look After The Book Trade For Canadian Book Week.

PRAISES NELLIE MC CLUNG

"New Book Is Apparently Very Human," Says Edmonton Journal

The Edmonton Journal says: "Mrs. Nellie McClung unravelled last night just enough of the threads of her new story, 'Purple Springs,' (which is being published by Thomas Allen), to give everybody a desire to know all the rest. Before a large audience in McDougall Auditorium, Mrs. McClung outlined a few of the characters that build up the plot of her novel.

"This author has taken such an active part in various social and political activities the past few years, and her recent writings have had such a slant in the same direction, that everyone has expected the new book to be a treatise on temperance, woman's rights, moving pictures, or some similar thing. It is a real surprise to find it just a true love story, a love story with no desperate criminals, and one that ends happily; but withal a thrilling story of the life and love of a man and a maid.

"The book as forecast by the author is apparently very human, as all Mrs. McClung's meetings are, very quaint and humorous in spots."

GENERAL POSTAGE RATES

From now on, the rate of postage on letters to Great Britain and all other places within the Empire will be 4c. for the first ounce, and 3c. for each additional ounce, an increase of 1c. an ounce in each case. The new rate on post cards to countries other than Canada, Great Britain, and all other places within the Empire, United States, and Mexico, will be 6c. each, the former rate being 2c. each. The new rate on printed matter other than Canada, United States and Mexico will be 2c. for 2 ounces, the present rate being 1c. for 2 ounces.

In future all parcels posted in Canada for delivery within Canada, which conform to Parcel Post regulations, may be accepted for insurance up to $100 against loss, riffling or damage while in the custody of the Canadian Postal Service.

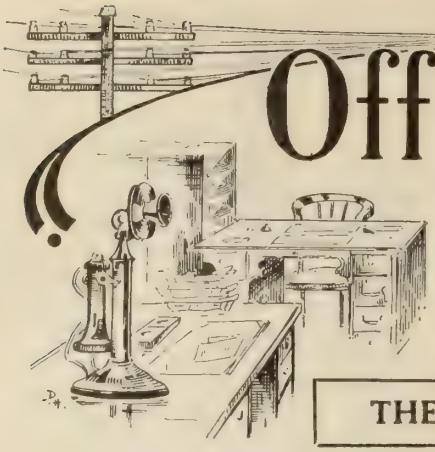
The scale of insurance fees will be as follows:

3 cents for insurance not exceeding $5.

6 cents for insurance exceeding $5 and not exceeding $25.

12 cents for insurance exceeding $25 and not exceeding $50.

30 cents for insurance exceeding $50 and not exceeding $100.



Office Equipment and Business Systems

THE "CLOKE SYSTEM" IN HAMILTON, ONT.

CLOTH-COVERED boxes are used to carry all memorandum books and loose-leaf gods in Cloke's store, Hamilton, Ont.

"In the o'd days," said Fred Cloke while in Toronto at the convention last month, "the covers of these books and the loose sheets were kept in different boxes but now we keep them all together. With the present arrrangement we can pull out a box and have everything right at hand. In the one box will be cover, index and sheets. It all helps the service."

A sound system also used in handling blank books, these being all numbered with a code of numbers to cover all. Especially in substituting, when this is necessary, is this system helpful, according to Mr. Cloke. It has also proved to be quite a convenience in taking stock.

Profit in Ream Goods

With regard to ream goods there is a growing tendency among dealers in Canada to stock these lines. Until recently there were a number of dealers in stationery who failed to realize the tremendous advantage in building up their ream goods business. It doubtless seemed much easier to limit their stationery sales to papeteries, but in doing so, they lost the additional prestige and profit that could be theirs.

Any stationery salesman worth his salt—to quote W. B. Remington, Sales manager of Whiting and Cook will gladly help his customer determine the ream lines that are best for his use and instruct the retail salespeople regarding filling of special orders.

Ream goods at retail are usually sold in connection with engraving of personal monograms or addresses. Therefore if the dealer does not conduct an engraving shop he should arrange with a good trade engraver to handle this work.

There are good trade engravers who turn out work of the finest quality in all important cities. They make a point of prompt service and furnish the retailer samples and data necessary to satisfactorily handle engraving orders Therefore, no obstacle exists to prevent the establishment of a live ream goods department in any store.

Steady Volume of Business

People often buy papeteries writes Mr. Remington, because of passing fancy for some particular style. The next box of stationery may be purchased in another store. But once a customer selects a pleasing quality of paper in her favorite size and envelope style and has it engraved with her own die, she returns to the same store over and over again to replenish her supply. This store should keep her die, insure it and have it instantly available for her orders at any time.

Such customers insure a steady volume of business and add to the dealer's good will, because they invariably are proud of their stationery and tell their friends where it was obtained.

In addition to permanent customers ream goods business is in itself very profitable. It is profitable because the larger unit of sale reduces selling expense. Instead of a single box at a dolar or two, many customers buy six months or a year's supply at one time and the engraving is a considerable item in itself.

Another Source of Profit

The profit is particularly satisfactory from the turnover viewpoint. No investment whatever is required to handle the engraving orders. A large variety of stock is not necessary. A few standard sizes and styles will suffice.

Another source of profit in ream goods is the special order. If the dealer does not have in stock exactly what the customer wishes he will often secure the order by sending to the manufacturer for just what is required. This service builds good will.

Advertising Value, Too

In addition to the profitable nature of ream goods business its advertising value should be considered. Every ream goods envelope carries or should carry the dealer's imprint. Every letter your customer writes is a miniature advertisement for your store. Your name on the envelope not only advertises your store but also your merchandise. If, for example, the recipient of the letter is impressed with the delightful texture of Trove Fabric and the artistic monogram embossed in pale blue to match the dainty envelope lining, what is more natural than a mental note to try your store the next tme she needs stationery.

Most Important of All

Perhaps most important of all is the fact that ream goods are purchased by people of taste and purchasing power. They are the best people in every community. They are people that bring trade to your store.

Never was there a better opportunity to develop such a department. Many of the strongest organizations in the country laid the foundation in 1873, 1884, 1903, and 1907. 1921 is a year of opportunity such as may not return in a generation.

AN UNIQUE FEATURE

Probably the cleverest advertising feature which has appeared in the United States for many a day was the idea used by the L. E. Waterman Company at Atlantic City during the Convention of The National Association of Stationers and Manufacturers of the United States of America.

During this convention, the L. E. Waterman Company took two full pages every day in the "Atlantic City Daily News" and turned these into two pages of happiness, cleverness, laughs, photos, cartoons, information and items of personal and local interest.

"The Pen Prophet", as the two pages were titled, was in everybody's pocket as well as "in everybody's mouth". Everybody read "The Pen Prophet" and talked about it and laughed over it; and it is safe to say that every delegate carried home a complete file and read it and live over again in memory the delightful days and nights spent at Atlantic City during the convention.

Frank D. Waterman, who conceived the idea and supervised the make-up of every issue, was congratulated on every side on the success of "The Pen Prophet."

Agents wanted by leading English Manufacturers of Fancy Leather Goods for both Eastern and Western territory, good connection indispensable, reference to good English house required.

Box No. 94, MacLeans, 88 Fleet Street, London, Eng.

Altered Front's Effect on Sales

Willson Stationery Company of Winnipeg, Man., with Branches in Three Prairie Provinces, Demonstrates the Value of Larger Window Space — Substantial Sale of Office Furniture Followed Close on Heels of Smart Display

THE Wilson Stationery Co., with branches throughout Manitoba, Saskatchewan and Alberta, and with headquarters in Winnipeg, has recently demonstrated the great advantage of a larger window-show area in their Winnipeg store, the East and West entrance in the front of the store being replaced by a centre entrance, thus allowing the extra space to be thrown into window display.

The week that the windows were completed the Furniture Department displayed a complete office outfit, consisting of a mahogany desk, chair, filing cabinet, blotter, waste-basket, etc., the depth of this window allowing for perfect arrangement. It was a very striking exhibition, and as a direct result, a complete sale was made.

On account of the numerous sundries carried by a commercial and legal stationer, the advantage of more space and light assists in the display and arrangement of these goods to better advantage.

In the illustration accompanying this article a good idea may be secured of the method of displaying ink. An ink firm took advantage of the opportunity offered them by the W. S. Co. to make a special exhibition of their wares, and their well dressed window attracted much attention, the window display being mentioned in the local press.

There is nothing that will stop a pedestrian as much as a well-displayed window. It will catch the eye and the man or woman who stops seldom goes off without taking a mental note of the goods.

A Good Tip For Others

There are many stores in Canada of a similar kind that could, with equal advantage, alter their fronts and the extra expense incurred would soon be repaid by increased sales.

There is no doubt but that any dealer can increase his sales, with a little trouble and a little expense, by making an improvement in his window display.

The selling power of a window is tremendous, yet plenty of shops on busy streets are making no profits for lack of customers. Make a test of your own shop. Stand near the door and count the passers-by. Find out how many stop and look in. Find out how many turn their heads. Very likely, you will find that out of a hundred people, only seven or eight pay any attention to your window.

A dealer's rent is based on the number of people who pass the door; but sales depend on the number of people who see the window and stop.

The middle of your shop is at the door, for the reason that you pay at least half your rent for your windows. Your windows are as valuable to you as the machinery is to a manufacturer

Your problem, as a merchant, is to increase the selling power of your windows, just as the manufacturer has to increase the producing power of his machinery.

Few Practical Suggestions

How to stop a passer-by—how to change him into a customer—that is a problem to which you should give at least one hour a week.

Thousands of people are passing your door with money in their pockets and with any number of latent wishes for goods on your shelves.

Pedestrians make nobody rich, except shoemakers. Most of them are in a hurry. Nearly all of them are creatures of habit—dull-eyed and automatic. The problem is to compel their attention.

Here are a few practical suggestions offered by "The Chair Man:"

(1) Use one of your windows as an eye-catcher. Don't pack it with goods. Don't put the usual stuff in it. Make it different. Make it a curiosity window. Dress it with a bright color—a red or white or light blue, and put something unusual in it. Compel the passer-by to ask "Why?" Even if you have only two windows, one of them should be a "why window."

(2) Show one variety of goods at a

(Continued on page 63)



On their two big windows the Wilson Stationery Company of Winnipeg, Man., place great stress in the selling of Commercial stationery and office equipment and supplies. In one window may be seen a good exhibit of office equipment and in the other a splendid display of inks.



Books

This Department is for the Information of the Bookseller and His Assistants—Brief Synopses of Publications on the Market—Chats About Authors and Their Activities.

Women will be a strong force for good in politics because they are all by nature putterers, thinks Katharine Haviland Taylor, the author of "The Second Mrs. Clay," which Doubleday, Page & Company published recently.

One of the most distinguished Canadian books in a year when Canadian books are particularly to be emphasized is Mr. Vilhjalmur Stefansson's "The Friendly Arctic" (Macmillan).

A girl pirate, foundation for romance surely, is one of the outstanding characters of Jeffrey Farnol's new novel "Martin Conisby's Vengeance." This is the long-expected sequel to "Black Bartelmy's Treasure," and, like the earlier book, is a romance of the high seas in the roaring bounding Elizabethan days. It is published by Ryerson Press.

The story of President Wilson's association with the Peace Treaty told from Mr. Wilson's own personal material and source documents that have never been published, is the book upon which Ray Stannard Baker is now engaged. It will be published by Doubleday, Page & Company sometime in 1922.

Cornelia Meig's new book, "The Windy Hill" (published by the Macmillan Company) is an unusual story of a boy and two girls and a Bee Man, and how they all worked together to clear up a mystery, and save the family name from dishonor. Among the fascinating tales that the Bee Man has to tell is one of the War of 1912.

Feri Felix Weiss, the man who wrote that fascinating, immigration, detective book, "The Sieve; Being the Truth about American Immigration," (Page, Boston), was born of a Magyar father and a Bohemian mother in the heart of the Alps.

"The King of Ireland's Son," which was Padraic Colum's first book for girls and boys, is being re-issued by The Macmillan Company in an edition uniform with The Children's Homer, and the author's other tales from mythology. Like the rest of the series it is illustrated by Willy Pogány.

"Poet and Philosopher," being published in New York, is a Quarterly Magazine devoted to the upbuild of good poetry and sound philosophy. It aims to be international in scope. Another aim of the "P & P" is to eradicate erroneous opinions in every line of thought, and to supply in their place correct opinions.

The thousands that have read and loved Eliot Harlow Robinson's story of the little Cumberland mountain girl, whose bright courage won for her the affectionate appelation of "Smiles," will be glad to hear that she has returned in a new story—"Smiling Pass," being a further account of the career of "Smiles: A Rose of the Cumberlands," just published by The Page Company (Boston).

Just in time for Children's Book Week comes the news from The Page Company that the new "Chatterbox" is ready: also a new illustrated Holiday Edition, printed throughout in two colors and with special illustrations, of the "Little Colonel Stories," the "best seller" of the "Little Colonel" books, by Annie Fellows Johnston; and two new volumes in the "Marjory-Joe Series," by Alice E. Allen—"Joe, The Circus Boy" and "Rosemary" (two of Miss Allen's earliest and most successful stories combined in a single volume to meet the insistent demand from young people for these two particular titles) and "Marjory's House Party," or "What Happened at Clover Patch," the fifth volume in this series.

Alice Brown's new volume of "One Act Plays," which The Macmillan Company is bringing out, contains nine short plays, only three of which have been publicly produced.

J. S. Ogilvie Publishing Company reissued on October 20 "A Cowboy Detective," by C. A. Siringo, in paper covers.

A book of exceptional interest by the Right Hon. Lord Beaverbrook will be published by Stanley Paul & Co., under the title "Success." Lord Beaverbrook is a living example of success being achieved with no other force than sheer will and determination, and he tells how it is done for the benefit and inspiration of the young and ambitious.

"The Girls," Edna Ferber's new novel of Chicago, which S. B. Gundy published recently, met such a flattering reception with the book sellers that the publishers found it necessary to print two new editions to fill the reorders that came in before publication.

"The Beggar's Opera," which Doubleday, Page & Company published on October 21st, is an artist's expression of what beautiful book-making may be. It was illustrated by Claud Lovat Fraser with the color sketches from which he made costume designs for the memorable London production of the opera last winter.

"My Maiden Effort," edited by Gelett Burgess and collected by the Authors' League of America to aid their fund for needy authors, was published by Doubleday, Page & Company on October 24th. In it twenty-five members of the League have written personal confessions of their first literary experience, amusing histories of early attempts at the writing game.

Canadian Authors' Week

Send a Canadian Book to a Friend in Some Other Country

TRADE'S ACTIVITIES IN TABLOID

Stationery Damaged—The stock of the Novelty Stationery store was damaged by smoke and water during the month.

Takes Over Business—Alfred Hortop has been succeeded by Charles Claridge in his tobacco and stationery store, Toronto, Ont.

Says Business Good—H. Noseworthy, a bookseller and stationer in North Sydney, Nova Scotia, has recently moved his business to larger premises and since making the change reports business as showing a decided improvement. Mr. Noseworthy has an exceptionally large sale of Sunday papers which he has worked up himself. He believes that this is a very simple thing to do if one will only stay on the job and try to improve things.

Altered Front's Effect

(Continued from page 61)

time. Don't put fifty different things in one window. Don't make your window look miscellaneous, unless it is in a poor neighborhood and you are selling cheap goods only. A window filled with pickles only, or handkerchiefs only, creates a good impression. No one but a pawnbroker can afford to ha his windows look like Noah's Ark.

Use Something That Moves

(3) Whenever possible, use something that moves. A moving object instantly catches the eye. It twists the head around. A clock-work mechanism—an electric fan that blows a dozen colored ribbons—two kittens in a pretty basket—lights that flash on and off—a red light swinging in a pendulum—all such things are very cheap and effective.

(4) Display one of your own advertisements, handsomely framed. If you have used a half-page or a whole page, make the most of it. Put it in one of your windows, in a costly frame. A cheap frame would ruin it. A handy way is to paste it on the inside of a sheet of plate glass.

(5) Have a today window, changed every evening. If you have six or more windows, use one of them as a today window. In this window, display bargains only. As soon as the goods in it are sold put in a card—"sold out." You will soon have women coming at 9 a. m. to see what is in it.

Classified Advertisements

Salesman—Energetic young man experienced in book business as travelling salesman to call on U. S. book trade. Good opening for right party.

Henry Altemus Company, 1326 Vine St., Philadelphia, Pa.

Mrs. McClung Is To Be Guest Of Toronto Authors

DR.PELHAM Edgar, F. F. Appleton and J. E. Middleton spoke to the Toronto branch of the Canadian Authors Association on the subject of Canadian Book Week in the Arts and Letters Club, Toronto, last Thursday.

Mr. Appleton told how easy it has been to "sell the idea." He read letters from book readers and book sellers showing the interest that is being taken in the campaign.

It was announced that on the evening of November 18 a complimentary dinner would be tendered to Mrs. Nellie McClung, on her way through Toronto from the Old Country where she has been on a visit.

Mrs. McClung's latest—"Purple Springs"—has forged to the front as one of the best selling books in Canada.

Spoke to Women—Robert J. C. Stead, poet and novelist, addressed the Montreal Women's Club recently on "Canadian Literature and National Identity."

In New Quarters—Two years ago on November 7, 1919, the Diamond State Fibre Company of Canada, started business in Canada at 455 West King Street, Toronto. The rapid growth of the business from its inception soon necessitated moving and more commodious quarters have been located at 235 Carlaw Avenue.

Soda Fountain Installed—W. L. Faulkner has opened a new stationery store and soda fountain in Westville, N.S. Mr. Faulkner was formerly associated with his brother in Stellarton and New Glasgow, N.S., in the stationery business.

Made Sales Manager—S. R. Wilkie, who for the past fifteen years has been with S. R. Hart & Co., Limited, manufacturing stationers, King Street, Toronto, has been promoted to be sales manager for the company. The firm is opening up new territory and has considerably increased its sales staff with a view to disposing of its present stocks and to take care of increasing business.

Quieter Than Usual—Both manufacturing and retail stationers in Toronto are passing through a quiet period, particularly due to the holiday season and the effects of the general business depression. Very few of the producing stationers are running full. Production has been hampered somewhat by the printers' strike in the city, the uncertainty caused by it having had the effect of hesitancy on the part of the buying public.

Back From The West—H. C. Woods, sales manager for Warrick Bros. & Rutter, wholesale and manufacturing stationers, Toronto, has returned from a successful business trip through the Canadian west to the Pacific Coast, visiting the firm's branches en route. Mr. Woods reports a feeling of optimism throughout the west and states that the outlook for the firm's trade during the coming year is bright.

List of Officers Elected to Direct Destinies of New-born Organization

The following officers for the ensuing year were declared elected at the Booksellers' and Stationers' Convention in Toronto, upon the adoption of the report of the nominating committee comprising Messrs. A. H. Jarvis, Ottawa; A. L. Colpitts, Moncton, N.B., and R. O. Smith, Orillia:

President—A. T. Chapman, Montreal.
1st Vice President—A. H. Jarvis, Ottawa.
2nd Vice President—F. E. Osborne, Calgary, Alta.
3rd Vice President—J. E. Secord, St. John, N.B.
Secretary-Treasurer—F. I. Weaver, Toronto.
Provincial Representatives on Executive Board:—
British Columbia—J. K. Allan, Vancouver.
Alberta—Adam Esch, Edmonton.
Saskatchewan—Robert Martin, Regina.
Manitoba—Lisgar Lang, Winnipeg.
Ontario—C. L. Nelles, Guelph.
Quebec—C. Foster Brown, Montreal.
New Brunswick—C. L. Colpitts, Moncton.
Nova Scotia—E. J. Vickery, Yarmouth.
Prince Edward Island—Wm. Carter, Charlottetown.

New Books of the Month

PUBLISHED BY FIRMS THROUGHOUT DOMINION

THOMAS ALLEN PUBLISHER 366 ADELAIDE ST., W., TORONTO

Fiction

Purple Springs (Second Edition) Nellie L. McClung, Cloth $2.00.

The Gift of the Gods —Pearl Foley; Cloth, $2.00.

Partners of Chance—Henry Herbert Knibbs; Cloth, $2.00.

Success—Samuel Hopkins Adams; Cloth, $2.00.

Romance to the Rescue—Denis Mackail; Cloth, $2.00.

The Rough Crossing—Sylvia Thompson; Cloth, $1.90.

Tangled Trails—Wm. McLeod Raine; Cloth, $2.00.

Mystery Ranch—Arthur Chapman; Cloth, $2.00.

Three Loving Ladies—Hon. Mrs. Dowdall; Cloth, $2.25.

Non-Fiction

The Corsican—R. M. Johnston; Cloth, $4.50.

From Private to Field-Marshal—Sir Wm. Robertson; Cloth, $5.50.

Make Your Own Hats—Mrs. Gene Allen Martin; Cloth, $1.65.

How to Get the Job You Want—Wm. L. Fletcher; Cloth, $2.75.

Juvenile

Once Upon A Time

THE RYERSON PRESS

Master of Men—Sir Hall Caine; Cloth, $1.75.

Helen of the Old House—Harold Bell Wright; Cloth, $2.00.

Snow-Shoe Trail—Edison Marshall; Cloth, $2.00

Too Old for Dolls—Anthony Ludovici; Cloth. $2.00.

Quill's Window—George Barr McCutcheon; Cloth, $2.00.

The Jubilee Girl—Arthur P. Hankins; Cloth, $2.00.

Yellow Men and Gold—Gouverneur Morris; Cloth, $2.0..

Charmed Circle—Edward Alden Jewell; Cloth, $2.50.

Non-Fiction

Roumania in Light and Shadow—Ethel Greening Pantazzi; Cloth, $5.00.

Anthology of Modern Verse—Chosen by A. M.; Cloth, $2.00.

Notes on Life and Letters—Joseph Conrad; Cloth, $2.25.

Glass of Fashion—Author of Mirrors of Downing Street; Cloth, $3.00.

Queen Alexandra—W. R. H. Trowbridge: Cloth, $5.00.

Book of Birds for Young People—F. Schuyler Matthews; Cloth, $3.50.

S. B. GUNDY

Fiction

Niels Lyhne—J. Peter Jacobson; Cloth, $2.25.

The Syrens—Dot Allan; Cloth, $1.90.

Margaret's Mead—Jane Harding; Cloth, $1.90.

The Daughter of Helen Kent—Sarah Comstock; Cloth, $1.90.

Prince Jan, St, Bernard—Forrestine C. Hooker; Cloth, $1.75.

Mysterious Japan—Julien Street; Cloth, $4.50.

The Girls—Edna Ferber; Cloth, $1.90.

Harbours of Memory—Wm. McFee; Cloth, $1.90.

Conquest of Fear—Basil King; Cloth, $2.00.

Plum Pudding—Christopher Morley; Cloth, $1.90.

This Men's World—Will Levington Comfort; Cloth, $1.90.

Alias Lone Wolf—Louis Joseph Vance; Cloth, $1.9.

Non-Fiction

Uncollected Poetry and Prose of Walt Whitman Cloth 2 vols., $8.00.

Correspondence of Sir John A. MacDonald—Sir Joseph Pope; Cloth, $5.00.

Circuits of Victory—A. Lincoln Lavine: Cloth $3.50.

The Drama of the Forests—Arthur Heming; Cloth, $5.50.

MAN FROM QUEBEC

Continued from page 35

all handle books and stationery. The plumbers, he thought, were the only ones who did not infringe.

"Another thing," concluded the Guelph dealer, "with which we have to find fault is the practice of selling to any and every body. Some firms, I'll admit, will not sell to any but the trade but others will sell to any person at all. We are not asking for the earth—just a decent legitimate increase in our discounts and some consideration so that we can do business on a better basis."

In relinquishing the chair to the new president Mr. Nelles said: "I congratulate Mr. Chapman on his appointment. A better man for the position could not have been secured. I should like to say, too, that there is one man here who has been behind me always and that man is R. O. Smith of Orillia. He has been at every meeting. As for my status now in the association, I may say that I intend to keep on working for it just as hard as I have ever done."

Asks For Co-operation

Mr. Chapman, on taking the chair, thanked those present for the honor they had conferred upon him. He realized to the full, he said, the responsibilities to which he had fallen heir. He needed the help of every man in the association and he hoped he would get it.

"I shall have to call on the members of the association to help me in my duties," concluded the new president to whom every dealer present pledged loyal allegiance.

Juvenile

Young Heroes of Britain and Belgium—Kathleen Burke: Cloth, $1.75.

HODDEN & STAUGHTON, LIMITED AND THE MUSSON BOOK COMPANY

Fiction

Ursula Trent, by W. L. George; Cloth, $2.25.

Cobweb—George Agnew Chamberlain; Cloth, $2.00

The Path of the King—John Buchan; Cloth, $175.

When Egypt Went Broke—Holman Day; Cloth, $2.00.

The Empty Sack—Basil King; Cloth, $2.00.

Mi'e High—Henry C. Rowland; Cloth, $2.00.

Broken to the Plow—Charles Caldwell Dobie; Cloth $2.00.

The Lobstick Trail—Douglas Durkin; Cloth, $1.75.

Curate's Promise—John Law; Cloth, 75 cents.

Vanished Gods—Clive Desmond; Cloth; $1.75.

Wintergreen—Janet Laing; Cloth, $1.75.

The Arrant Rover—Berta Ruck; Cloth;, $1.75.

The Rajah's Daughter—F. E. Penny; Cloth, $1.75.

The Man Who Almost Lost—Joseph Hocking; Cloth, $1.50.

Non-Fiction

Getting What We Want—David Orr Edson; Cloth, $2.75.

More That Must be Told—Phillip Gibbs; Cloth, $3.00.

Reminiscences of a Raconteur—George H. Ham; Cloth, $3.00.

The Book of Live Stock—Wade Toole. B. S. A.; Cloth, $3.00.

Why Die so Young?—Dr. John B Huber; Cloth, $2.25.

The Car That Went Abroad— Albert Bigelow Paine; Cloth, $3.50.

The Book of a Naturalist—W. H. Hudson; Cloth, $3.5.

The Lore of the Honey Bee—Tinkner Edwards; Cloth, $2.00.

The Ways of the Circus—George Conklin; Cloth, $2.50.

The Wonder Book of Science—Jean Henri Fabre: Cloth, $2.50.

In One Man's Life—Theodore N. Vail; Cloth, $3.50.

Juvenile

Catty Atkins, Riverman—C. B. Kelland: Cloth, $1.75.

Arthur Mee's Hero; Book—Cloth, $3.00.

Wilderness Campers—James C. Hodgins: Cloth, $1.25.

The Boy Tramps, or Across Canada—J Macdonald Oxley. Cloth, $1.25.

The Girls of Miss Clevelands—Beatrice Embree; Cloth, $1.25.

Weldon Roberts
rubber erasers

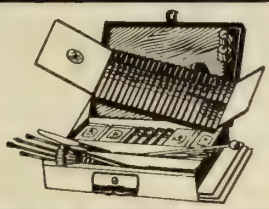
Stationers Who Feature

399 TRI-PLY ERASERS

Are Safe from Competition--And from Critical Customers

Weldon Roberts Rubber Co. Newark, N.J.U.S.A.

ARTISTS MATERIALS



We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
A. RAMSAY & SON Co
ESTD. 1842. MONTREAL.



A popular quick selling pen :
THE
"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this daily writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.

MADE IN CANADA

DOLLS!

TWO SPECIAL SIZES
For Christmas Trade

An Attractive Doll

13½ inches in height.
Three kinds of dresses.
Unbreakable heads and arms.

AT $7.00 PER DOZEN

A Real Beautiful Doll

16 inches in height. Dressed in three styles, with shoes and socks, also bonnets. Unbreakable heads and arms. Packed in individual boxes.

AT $12.00 PER DOZEN

Manufactured by

La Cie Internationale Beaux Arts Ltée
437 ST. PAUL ST. West, MONTREAL.
The International Fine Art Co. Ltd.

MORE THAN 600 REDUCED PRICES

GET OUR NEW SPECIALTY CATALOGUE

The Most Striking Changes

apply to 185 items comprising the products of our new Glass Factory. Customers who have not received the new catalogue will please advise.

We desire also to send it to any others, upon request.

KIMPTON, HAUPT & CO.

Wholesale Stationers - Glass Manufacturers

53 BEEKMAN STREET, NEW YORK, U.S.A.

Here Comes the Christmas "Rush" Are *You* Ready for it?



Have you checked over your stock of Waterman's Ideal Fountain Pens lately?

Do you know just how you stand on the styles that retail at $5, $6, $8, $10, $12 and up—the Pens with gold and silver bands that are in big demand for Gifts?

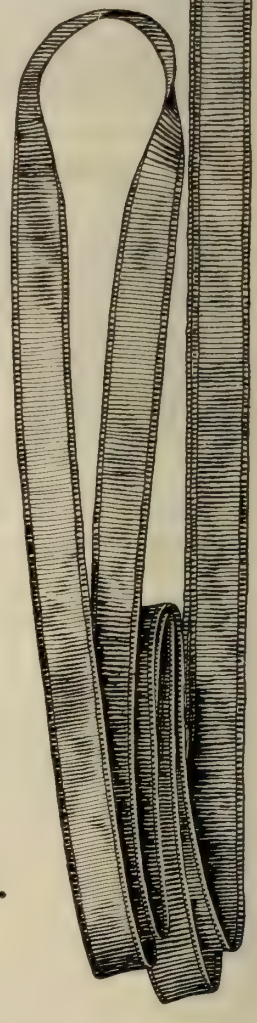
Christmas is but two months away—and the days will fly by as business becomes busier.

You certainly don't want to run short of these fast selling styles, right in the midst of the Christmas rush.



Now is the time to take stock of

Waterman's Ideal Fountain Pen



and order at once the styles you lack.

We are standing right behind you this Christmas with advertisements of more-than-usual attractiveness. These will appear in the leading newspapers at psychological moments to influence gift buyers and bring them to your store for Waterman's Ideal Fountain Pens.

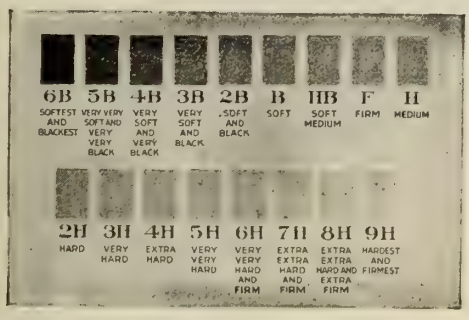
Help us to help you, by checking up your stock of Waterman's Ideal Fountain Pens, and sending in your needs NOW so that we can make prompt and complete deliveries in ample time for Christmas selling.

L. E. Waterman Company, Limited.

179 St. James St., Montreal

VENUS PENCILS

The largest selling Quality pencil in the world



Made in 17 black degrees—from 6B Softest to 9H Hardest. Guaranteed never to vary. Any degree is precisely the same as a similarly marked one, irrespective of when purchased—one of the many reasons why you can assure your customers unreservedly that VENUS Pencils are the very best pencils they can buy.

Also 3 copying degrees

THOSE who demand the best pencils always insist upon getting VENUS. None other affords such smoothness of lead, ease of writing and drawing, strength and durability. None other enjoys such widespread demand. VENUS Pencils are supreme. And they are profit-producers extraordinary.

No. 3800—(Illustrated) Without rubber. Furnished in any of the 17 degrees.

No. 3820—(Illustrated) With tip and rubber. Furnished from 3B to 9H.

No. 813—Pocket size. With protector and rubber. Furnished in HB only.

No. 3818—Venus Round. Soft lead only, without rubber. No. 3819, with rubber.



No. 3800



No. 3820

VENUS ERASERS

THE same enduring goodness which differentiates VENUS Pencils from all others, places VENUS ERASERS in a class by themselves. Made of finest gray rubber—smooth, close texture, durable. Cleans as well as erases. Will not discolor or damage. Unexcelled for art, commercial or school purposes. Made in 12 sizes: Smallest, 100 to a box; largest, 4 to a box.



American Lead Pencil Co.

220 Fifth Avenue, New York

and London, England

EAGLE BRAND

Rubber Toys
Balloons - Balls



Supplied in two sizes.
10c. Retail.
144 Pieces
Four Styles

15c. to 20c. Retail
72 Pieces
Four Styles

EAGLE BRAND BALLOONS
Will Raise Your Profits

Attach these nationally known balloons to your line and watch your profits soar upwards. Dealers now handling them are enthusiastic over the quick turnover and large repeat business they bring.

Eagle Balloons please the kiddies because they inflate to a larger size, last longer, and have brighter colors than the ordinary balloons.

The parents insist on Eagle brand because the colors are guaranteed fast and are absolutely non-poisonous.

They are made in a great variety of sizes and styles; air and gas balloons, sausages, squawkers, valve-balloons, and picture balloons. Besides being a plaything Eagle Balloons are widely used for advertisements, souvenirs, novelties, and decorations. There's a big field open. Are you going to take advantage of it?

Write today for prices and samples.

Order Your Xmas, New Year and Easter Designs of Balloons Now

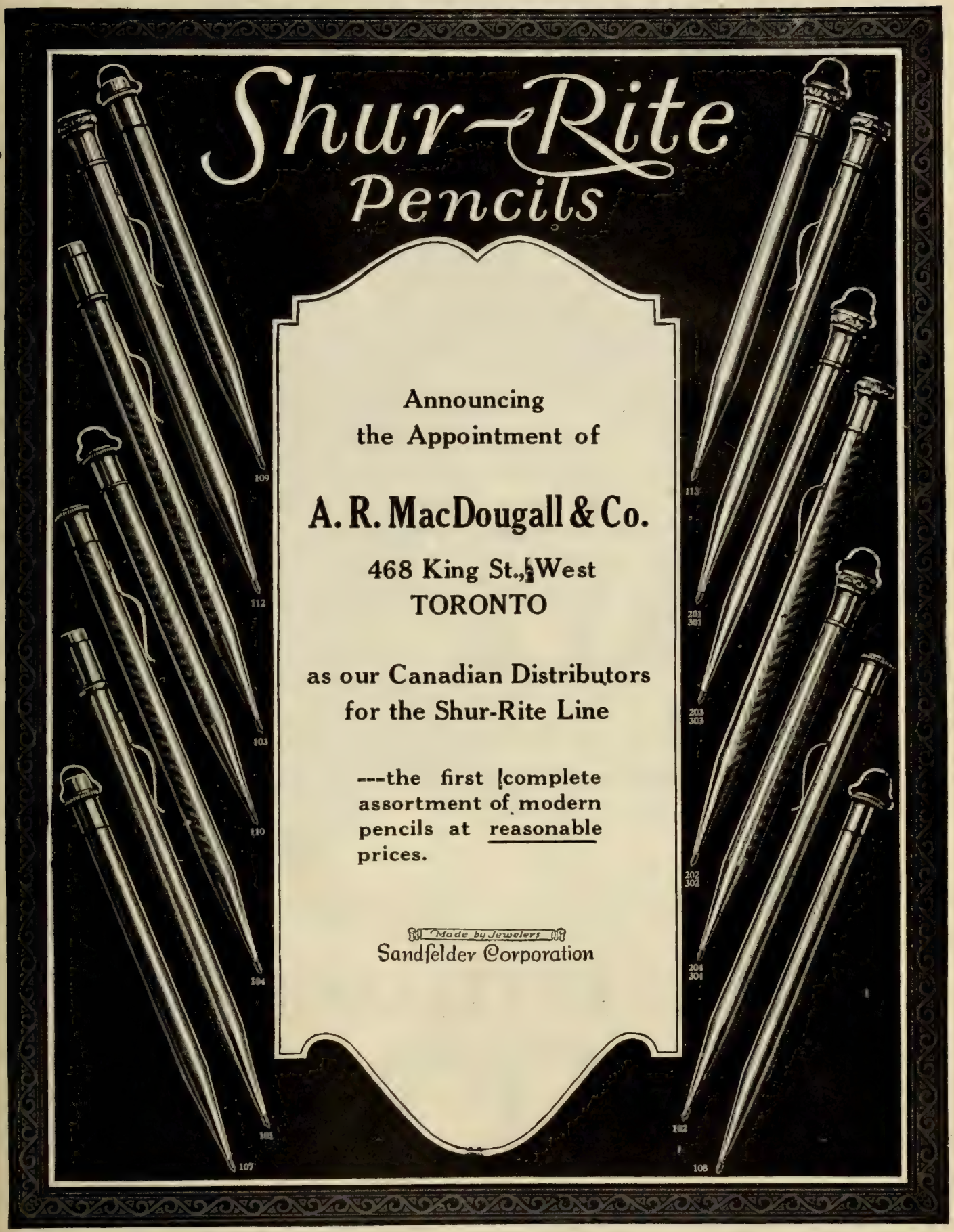
Selling Agents

Menzies & Company, Ltd.

439 King St. W., Toronto

THE EAGLE RUBBER CO.
ASHLAND·OHIO·U.S.A.

NEW YORK OFFICE 35 UNION SQUARE


Shur-Rite
Pencils
Announcing
the Appointment of
A. R. MacDougall & Co.
468 King St., West
TORONTO
as our Canadian Distributors
for the Shur-Rite Line
---the first complete assortment of modern pencils at reasonable prices.
Made by Jewelers
Sandfelder Corporation

THE "LOYAL"

A Pencil for General Use



Hexagon

The "Loyal" is a medium priced pencil that will satisfy any ordinary pencil requirement.

It is attractively finished in a rich brown, and is made in either hexagon or round shapes. Supplied in two degrees of lead with tip and rubber. Whether for office or general use, the "Loyal" will give complete pencil satisfaction. You need have no hesitation in recommending it to your customers.

There is a big demand for a pencil of "Loyal" utility. Its very attractiveness and excellent writing qualities make it a ready seller. It will pay you to stock this number.

May we send you samples and quotations on our complete line?



Round

PENCIL EXCHANGE, INC.,

-:MANUFACTURERS:-

Jersey City - - New Jersey

"THERE'S A PENEX PENCIL FOR EVERY PURPOSE AND PURSE"



This is the picture from our second full page advertisement in the current issue of The Saturday Evening Post, Literary Digest, The Red Book, American and Photoplay.

A big new thought in playing card merchandising

"WIN your battles the day before they happen"—that is the title of the above picture appearing in the series of full page advertisements which are influencing more and more people to "play cards for wholesome recreation."

To get your share of this business, to quicken your turn-over, simply sell the cards that everybody recognizes as the standard. If you are not carrying Bicycle Cards, ask your jobber about the most popular Bicycle backs or write us.

FREE! Window and store display material to let your customers know that you sell Bicycle Playing Cards and Congress Playing Cards. Write to

The U. S. Playing Card Co.
Dept. 4
Cincinnati, U. S. A. or Windsor, Can.

BICYCLE PLAYING CARDS

FACE THE FACTS

New business methods are required to meet new business conditions

Old methods invite failure

This merchant is trying to meet present-day conditions with an out-of-date store system.

(1) He can't get the records he needs.

(2) He guesses about the amount of outstanding accounts.

(3) His customers get slow service.

(4) He gives no receipt to his customers.

(5) There is no incentive for his clerks to do better work.

(6) He hasn't been able to reduce expenses.

He complains about conditions.
He is discouraged. He fears failure.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100

NATIONAL

CASH REGISTER COMPANY - TORONTO ONT.

FACE THE FACTS

New model National Cash Registers help merchants meet new conditions

New methods insure success

This merchant has installed a new model National Cash Register especially designed to help merchants meet new conditions.

(1) It gives facts necessary for managing his business.
(2) It provides an easy way to keep tax records.
(3) It gives quick, accurate service to customers.
(4) It prints a receipt for each customer.
(5) It helps clerks sell more goods.
(6) It reduces overhead.

He has made conditions in his store right.
He is meeting present-day conditions successfully.

A National Cash Register is the only machine that issues a receipt, indicates, adds, prints, classifies, and distributes records *at the time of the sale,* all in one operation. No figure work. No delays. No mistakes. Just read the totals.



WE MAKE CASH REGISTERS FOR EVERY LINE OF BUSINESS. NOW PRICED AS LOW AS $100

NATIONAL

CASH REGISTER COMPANY - TORONTO ONT.



EACH OF THESE 10 BIG TOYS RETAILS AT $1.50

An Assortment of 3 each of these will cost you only $30.00; 6 each $60.00

THIS IS WHAT THEY ARE—

No. 2000 CARD TRICKS
No. 7001 SOLDERING OUTFIT
No. 1 ANCHOR BLOCKS
No. 8001 DESIGNER & TOY MAKER
No. 3000 FUN WITH ELECTRICITY
No. 2021 KNOTS & SPLICES
No. 6504 FUN WITH MAGNETISM
No. 3501 TELE SET
No. 1031 PUZZLE PARTY
No. 6541 SIGNAL ENGINEERING

Also the following list of 11 Big Toys that retail at $3.75 each

No. 8002 DESIGNER & TOY MAKER
No. 2024 PHOTO PHADS
No. 2020 COIN TRICKS
No. 701 CARPENTER'S OUTFIT
No. 2 ERECTOR
No. 5007 CHEMISTRY
No. P73 MOTOR
No. 706 CARPENTRY
No. P54 MOTOR
No. 2003 MAGIC
No. 2 ANCHOR BLOCKS

One Each of the Above would cost you only $27.50

The following is a list of 11 more Toys that list at $7.50 retail

No. 4 ERECTOR
No. A103 AIRKRAFT
No. 2022 CHEMICAL MAGIC
No. 2005 MYSTO MAGIC
No. 7052 TIN CAN TOY
No. 6533 WEATHER BUREAU
No. 5 ANCHOR BLOCKS
No. 5008 CHEMISTRY
No. P56C MOTOR
No. 6545 GLASS BLOWING
No. 711 CARPENTRY

One each of these would total only $55

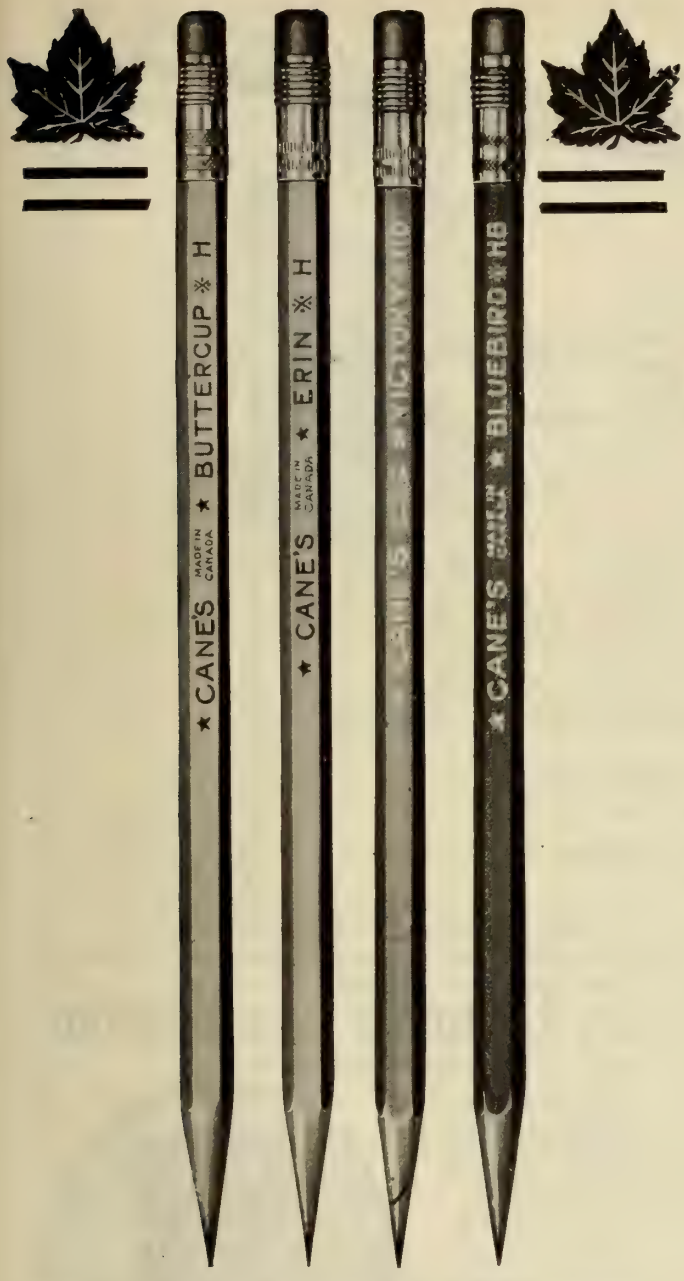
We Recommend These Assortments As Profit Producers

ORDER PLEASE **DO IT NOW**

The A. C. Gilbert-Menzies Co., Ltd.

439 King St.W.
TORONTO

Erector and Gilbert Toys and Toy Motors.
Agents—Gilberts' Polar Cub Fans, Transformers, Vibrators, etc.



CANE'S

"Made-in-Canada" Pencils

Send to us for samples of our various pencils and compare them with pencils of imported brands. Then send to your jobber for prices and compare with prices you have to pay on imported lines taking into consideration the unfavorable duty and exchange. Such a comparison will convince you that Cane's "Made-in-Canada" pencils can net you larger profits than any non-Canadian line. Test this out the next time you order pencils from your jobber.

Invest your good Canadian dollars in good Canadian pencils. Your money will then stay in Canada to keep Canadians busy and to boost Canadian industry.

The William Cane & Sons Company Limited
NEWMARKET, CANADA
Manufacturers of Lead Pencils in Canada Completely.

COUTTS
MADE IN CANADA GREETING CARDS

Repeat Orders

We are preparing to give our customers the best possible service on repeat orders. We are making up assortments of our best sellers retailing from 5 cents up to 50 cents each.

If you will just mention the amount and the retail prices required we will give immediate service.

We hope business will be so good with you that you will have to send in lots of hurry up calls for more cards.

William E. Coutts
263-267 Adelaide St. W.
TORONTO



A Staple for Stationers!

Webster defines staple, as, "the principal commodity of traffic in a market."

More simply expressed—

DIXON'S ELDORADO

"the master drawing pencil"

Joseph Dixon Crucible Co. Pencil Dept. 124J.
Jersey City, N. J.

Canadian Distributors:- A. R. MacDougall & Co. Ltd.
Toronto

JOHN MITCHELL

Birmingham, England

Pen-maker to the King.---EST. 1822.

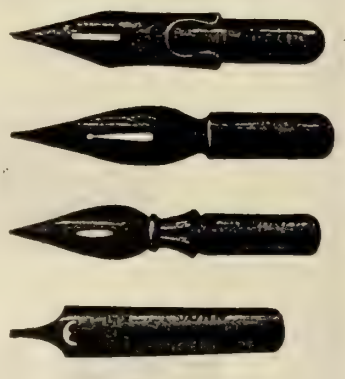
We are prepared to handle your PEN BUSINESS from our Toronto stock.

No. 570 Falcon Pen
Made in bronze, grey, gilt and silver.

No. 503 Pilgrim Ball Pointed Pen
Made in grey, gilt and silver

No. 500 Ledger Pen
Made in grey, gilt and silver

No. 536 Chancery Pen
Made in grey, gilt and silver



We would be pleased to forward Sample Cards of School and Commercial Pens upon request.

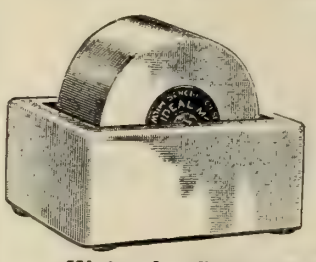
Every Customer is a Booster

Sengbusch Inkwells have proved their merit by successful performance through years of practical use.

That's why they make every customer a booster for your good judgment and your store.

"Sengbusch" Office necessities are a sure means of making satisfied customers.





The IDEAL SANITARY MOISTENER

This Moistener is all That the Name Implies

Write for Printed Illustrated Price List.

We supply Imprinted Price Lists and Advertising Blotters FREE of charge.

A.R.MacDougall & Co. Limited 468 West King St. Toronto. Ont



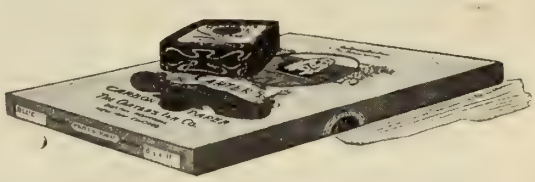
She wanted a Book Toy and she didn't get it—

because mother had postponed her Christmas shopping until just a week before Christmas and the only bookseller in town was completely sold out of Book Toys.

That is just what will happen in hundreds of instances to booksellers and stationers who fail to replenish their stocks when they begin to get very low.

In anticipation of considerable repeat orders this year, we have held a stock for just such orders. If you begin to run low on Children's Books, the internationally famous Gabriel Publications, Saalfield's Muslin Indestructible Books, Book Toys, Clock Books, Rocking Books, Mabel Lucy Atwell Novelty Calendars, Blocks, Checkers, or other Specialties, write or wire and your order will be promptly filled from stock.

The VALENTINE & SONS
United Publishing Co.,
LIMITED
60-62 FRONT STREET WEST
TORONTO



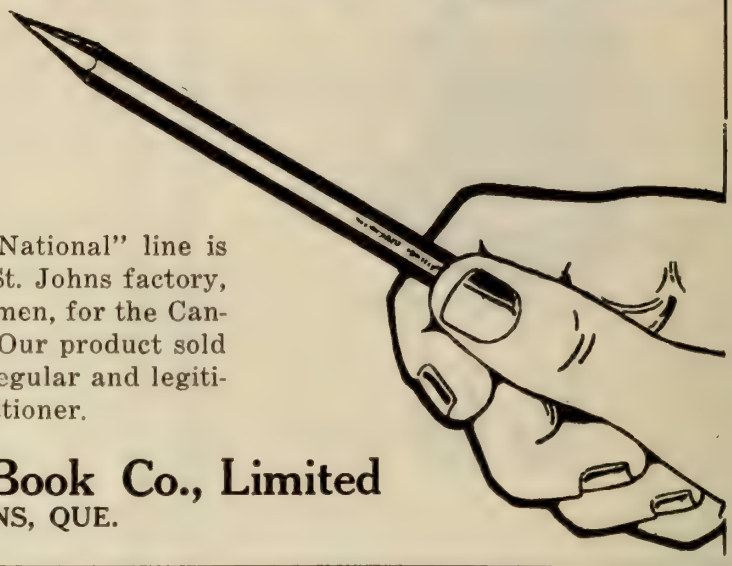
Canadian Stationers
RECOMMEND
CARTER CARBON PAPERS

because
the name
Carter
promises
a SALE
not
an explanation

CARTER INX PRODUCTS

MADE IN CANADA
BY
The Carter's Ink Company
MOUNT ROYAL AVENUE AND
DROLET STREET
MONTREAL QUEBEC

We are makers of the finest quality and most complete assortment of Loose Leaf and Bound Account Books in Canada



The well-known "National" line is now made in our St. Johns factory, by Canadian workmen, for the Canadian consumer. Our product sold only through the regular and legitimate stationer.

Dominion Blank Book Co., Limited
ST. JOHNS, QUE.

Why you should sell "M & V" Ribbons and Carbons



Big buyers of carbons and ribbons will always want "M. & V." brand after they use them once, because they are Dependable and of Lasting Transferring Quality.

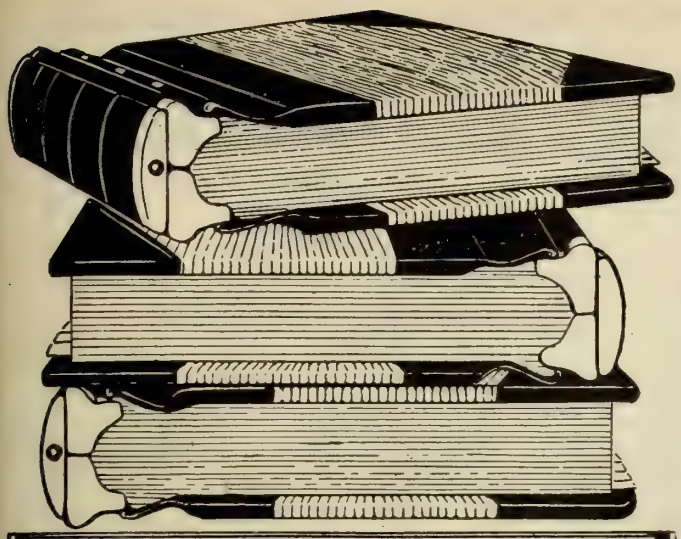
Superior products mean steady custom, so be sure and offer the best—Mittag & Volger brand.



Are you concentrating on M & V Products?
If not--Ask your jobber. He has them.

MITTAG & VOLGER, Inc.

Principal Office & Factory: PARK RIDGE, N.J.,U.S.A.
Agencies All Over the World.



Standard B&P Loose Leaf Devices

and Blank Books

The same care and quality that has distinguished B & P products for 80 years, enters into the manufacture of our Loose Leaf Devices

Sold only through dealers

Standard B&P Blank Books and Loose Leaf Devices

BOORUM & PEASE CO.
NEW YORK

CRAYOLA

GOLD MEDAL CRAYONS FOR EVERY USE

Toy Sets are Heavy Sellers for Christmas

DEALERS throughout the country are putting in heavy orders for "Crayola" Toy Sets. They seem to agree with us that, for the "practical" Christmas which is coming, these attractive and *useful* gifts will be exceptionally popular.

There are "Crayola" Toy Sets for every purse. Each set includes the high-grade "Crayola" Crayons. To them are added such special features as drawing books and instruments, water-color paints, sewing sets, etc. Each set is packed in a sturdy box, decorated with the bright pictures and striking colors that catch young eyes and liven up your displays.

Ask your wholesaler to tell you about them when you make up your Christmas order.

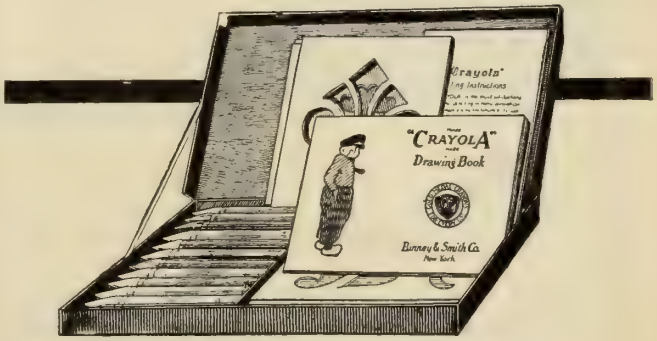
Suggestion

Sunday School, School and other group Christmas trees need, *in quantity,* inexpensive gifts which *all* children appreciate. Nothing meets this requirement better than "Crayola" crayon sets. A little effort will land you some very profitable orders of this kind in your community.

Our latest catalog, illustrated in colors covers the entire Gold Medal line of crayons and chalks. It should be a part of every stationer's buying equipment. Have you your copy?

"A Gold Medal Crayon for Every use"

Binney & Smith Co.
81-83 Fulton St., New York City



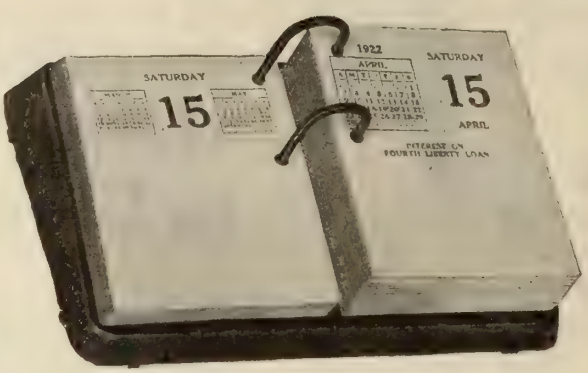
Defiance Improved Gem and Jumbo Gem

CALENDARS

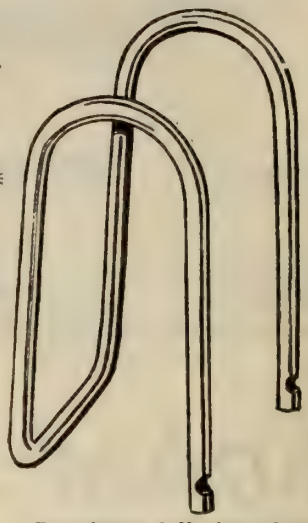
Pads Printed on High Grade Bond Paper

Patent Applied For

No better Calendar Stand has ever been placed before the buying public.



A Calendar Stand made on attractive lines. An ornament to any desk.



Arch of steel spring wire which can be attached to the stand very readily.

Gem Base	6¾ x 4½	inches
Bond Pad	3¾ x 3	inches
Jumbo Gem Base	9 x 7	inches
Bond Pad	3¾ x 6	inches

Bases finished in Black, Oxidized, Nickel Plate and Brass Plate
Made of Heavy Stamped Steel, with Feet also Solid Brass

Cut shows full size of new arch
No nuts to loosen or threads to wear
Just springs into place

Write for new complete catalogue.

Pads and Stands Ready for 1922.

Defiance Manufacturing Co., 384 Broadway, N. Y.

ENVELOPES

Commercial, Official, Catalogue, Tongue Eyelet, Tension, Counter, Cabinet, Coin, Pamphlet and Tag Invoice Envelopes, Postage Bags, Order Bags.

Special sizes made to order.

WRITE FOR SAMPLES AND PRICES

W. V. Dawson, Limited

MONTREAL TORONTO

OTTAWA QUEBEC

BASKETS

That Bring Better Business

Diamond-F

DIAMOND Fibre Baskets—evenly varnished, finished attractively and equipped with a hardwood non-tipping bottom.

Baskets that give long-lasting service and bring the customer back for more. For Factory, for Office, Diamond Fibre Baskets and other receptacles give the utmost satisfaction.

Diamond State Fibre Company
of Canada, Limited
HEAD OFFICE AND WORKS:
235 Carlaw Ave., Toronto, Canada.



Sell Esterbrooks by the Box

Let the Esterbrook Display Case make your customers' pen choice easy. Then sell by the box—it will pay you.

And there's little money tied up in stock, with good display of the twelve most popular pens in the world—a wide line. Such a display case on your counter, backed by shelves of other merchandise, can build your sales total.

Our Dealers' Service has a definite plan built for just this purpose. It will fit the needs of your Pen Department and will pay you well. It is yours if you'll ask for it.

The Esterbrook Pen Mfg. Co.
18-70 Cooper Street,
CAMDEN, N. J.
Canadian Agents: Brown Bros., Ltd., Toronto, Canada.

This No. 312 is a fine pointed stub pen of good size, easy in action and very durable. Easy stroke, fine lines and full ink supply.

Esterbrook PENS

BIG JOBS DONE QUICKLY WITH THE PEARL CUTTER



To cut paper in quantity, you should employ the Pearl Cutter. It cuts 2 inches of stock at one operation. This means that 500 sheets of heavy bond paper can be cut accurately and quickly and easily with one pull on the lever.

The Pearl Cutter is made in two sizes: 13 inches and 19 inches. Both are of cast iron construction throughout, representing the maximum of strength and durability.

Being well balanced, easy to operate, of pleasing appearance, accurate and economical, the Pearl Cutter becomes instantly popular wherever placed in service.

Write for Booklets B and S. We make large variety of hand lever and power Cutters, Golding Jobbers, Pearl Presses, Official Presses, etc.

Illustrating The No. 19B Pearl Cutter For

Banks
Multigraph Departments
Advertising Departments
Factories
Stores
Wholesalers
Photographers

Golding Manufacturing Company
Franklin, Mass., U.S.A.

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THE WONDER TYPE CLEANER

Sells on sight
Liberal profits
Repeats on its merit.

Every user a satisfied customer.

Stock it at once—and display it.

It pays—in profits, repeat orders, and the good-will of your customers.



Retails 50c
Attractive dealer aids supplied
ORDER TO-DAY

THE CLAROTYPE COMPANY
Guy Block - Montreal

HAND Made Imported Stationery in white and colors with Tissue lined envelopes in quire boxes and in 3 and 5 quire Gift Boxes.

Japanese Paper Tape in patterns and colors for tying gift packages.

Japanese Papers in figured designs and colors for wrapping fancy packages.

Japanese, French and Italian papers in patterns and colors, for Lamp and Candle Shades.

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Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

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Made in Canada
By Canadian Workmen
For Canadian Children

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The World's Greatest Commentary on the International Sunday-School Lessons.

By AMOS R. WELLS, Litt.D., LL.D.

Its suggestions to teachers, its maps and pictures, are comprehensive and thorough, and all this material is presented in a form which can be easily and profitably utilized.
To every student its study is an inspiration.

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Sixty pictures in an attractive portfolio illustrating the Uniform Lessons for 1922

90 cents postpaid

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For sale at all Bookstores



The Rags having been boiled are ready for the washers.
No. 4 of a series.

"From Rags to Writing Paper"

THE "BOILERS." All dust and dirt having been removed; the rags are then boiled for about 12 hours in an alkaline solution under steam pressure to remove inherent fatty matter—thence to the "Washers"—huge tubs having a constant flow of pure water. The rags are thoroughly washed shredded and bleached.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper"—sent on request.

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Makers since 1882 of superfine Linen Record and other High Grade Paper.

Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

CHAS. M. HIGGINS & CO., Mfrs.

Branches: Chicago, London — 271 Ninth St. BROOKLYN, N.Y.

The Pen with the Magic Button

PROFIT



"AA" FOUNTAIN PENS

TRADE MARK
THE MARK OF AA THE INITIALS SUPERIORITY

The Original—
The Efficient

The "AA" Self-Filling Fountain Pen was the first successful self-filling fountain pen. For over twenty years other manufacturers have endeavored to improve on the "AA" Self-Filling Fountain Pen, but this pen still holds its position of the premier self-filling fountain pen in the field.
The efficient service of the "AA" Self-Filling Fountain Pen, together with the moderate cost made possible because of its extremely simple mechanism and quantity production—explain why customers are so satisfied with "AA" service, and dealers with "AA" profits.

Filled by a mere twist of the wrist.

They'll make profits and satisfied customers for you.

MODERN PEN COMPANY
533 Canal Street, New York City.

THE BUYERS' GUIDE

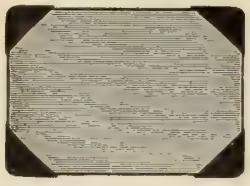
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W. V. Dawson, Montreal, P.Q.
Wilson-Jones Lose Leaf Co., Chicago.

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National Blank Book Co., Holyoke, Mass.
Wilson-Jones Loose Leaf Co., Chicago.
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The Carter's Ink Company, Montreal, Que.

Glue
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Higgins & Co., Brooklyn, N.Y.
Lyons Ink, Limited, Manchester, England.
Reliance Ink Co., Ltd., Winnipeg, Man.
S. S. Stafford's Inks, Toronto.

Mucilage
The Carter's Ink Company, Montreal, Que.
Reliance Ink Co., Ltd., Winnipeg.
Chas. M. Higgins & Co., Brooklyn, N.Y.
Lyons Ink, Limited, Manchester, Eng.
S. S. Staffords Inks, Toronto.

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Wm. E. Coutts, Toronto.
Pugh Specialty Co., Ltd., Toronto.
Valentine & Sons United Pub Co., Toronto.

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The Brizza Co., Minneapolis.

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Valentine & Sons United Pub. Co., Toronto.
Pugh Specialty Co., Ltd., Toronto.

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BILL HOLDERS.
Kimpton, Haupt & Co., New York.

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Boorum & Pease Co., Brooklyn, N.Y.
W. V. Dawson, Ltd., Montreal.
Luckett Loose Leaf, Ltd., Toronto.
F. B. Mfg. Co., New York.
National Blank Book Co., Holyoke, Mass.
Dominion Blank Book Co., St. Johns, Que.
Wilson Jones Loose Leaf Co., Chicago.

BLACKBOARDS.
W. S. Turton & Co., Manchester, Eng.

BLOTTING PAPER
Eaton-Dikeman Co., Lee, Mass.

BOOKS.

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Granger Freres, Montreal, Que.

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W. V. Dawson, Ltd., Montreal, Que.
Boorum & Pease Co., Brooklyn.
Luckett Loose Leaf Ltd., Toronto.
Dom. Blank Book Co., St. Johns, Que.
Nat. Blank Book Co., Holyoke, Mass.
Goes Lithographing Co., Chicago.

Exercise
Buntin Gillies & Co., Ltd., Hamilton.
W. V. Dawson, Ltd., Montreal, Que.
Canadian Pad & Paper Co., Ltd., Toronto.
The Copp, Clark Co., Ltd., Toronto, Ont.

CALENDARS

Desk
Defiance Mfg. Co., New York.
Kimpton Haupt & Co., New York.

Memo
The Cook & Cobb Co., Brooklyn, N. Y.
Dfiance Mfg. Co., New York.
Luckett Loose Leaf Co., Ltd., Toronto.
Kimpton, Haupt & Co., New York.

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Consolidated Lithographing and Mfg. Co., Ltd., Montreal, Que.
United States Playing Card Co., Windsor, Ont.

Tally
The Copp Clark Co., Ltd., Toronto.
Wm. E. Coutts, Toronto.

CASH REGISTERS
National Cash Register Co., Toronto.

CHALK

Lecturers
Binney & Smith Co., New York.

Toy
Binney & Smith Co., New York.

CLIPS

Paper
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Kempton, Haupt Co., New York.
O. K. Mfg. Co., Syracuse, New York.

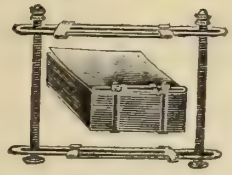
Pen and Pencil
Eagle Pencil Co., New York.
Modern Pen Co., New York.

CRAYONS

Artists
Binney & Smith Co., New York.
F. Weber & Co., Philadelphia, Pa.

Drawing
Binney & Smith Co., New York.
Joseph Dixon Crucible Co., Jersey City, N. Y.

The F-B Loose Leaf Holder



Pat. May 13, 1913

The most demanded and cheapest transfer binder. Adjustable to size of paper and distance between punch holes. Exchangeable posts. Wholesale $2.50 per dozen. Send for particulars.

F-B MANUFACTURINGCO.
1228 Intervale Avenue, New York

DR. STALL'S FAMOUS BOOKS

Best Sellers Among Book Staples
Self and Sex Series

Keep these books in sight. They are steady sellers because 90 out of every 100 who pass your store are prospective customers.

What a Young Boy Ought to Know.
What a Young Man Ought to Know.
What a Young Husband Ought to Know.
What a Man of 45 Ought to Know.
Four Books to Women:—
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What a Young Woman Ought to Know.
What a Young Wife Ought to Know.
What a Woman of 45 Ought to Know.

$1.35 Each.

THE RYERSON PRESS
Publishers **Toronto**

A $2.00 BOOK FOR ONLY $1.50

SEXUAL KNOWLEDGE



320 Pages ILLUSTRATED
By Dr. WINFIELD SCOTT HALL, Ph.D.
Noted Authority and Lecturer

PLAIN TRUTHS OF SEX LIFE—
What every young man and young woman, every young wife and young husband, every father and mother, teacher and nurse should know.

Sex Facts Hitherto Misunderstood
In plain wrapper for only $1.50
postage 10 cents extra.

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Marking
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Miscellaneous
American Lead Pencil Co., New York.
Binney & Smith Co., New York.
Joseph Dixon Crucible Co., Jersey City, N. Y.
Eagle Pencil Co., New York.

Mill
Binney & Smith Co., New York.

Railroad
Binney & Smith Co., New York.

Textile
Binney & Smith Co., New York.

Toy
Binney & Smith Co., New York.

CRAYON PENCILS
American Lead Pencil Co., New York.
Joseph Dixon Crucible Co., Jersey City, N. Y.
Eagle Pencil Co., New York.

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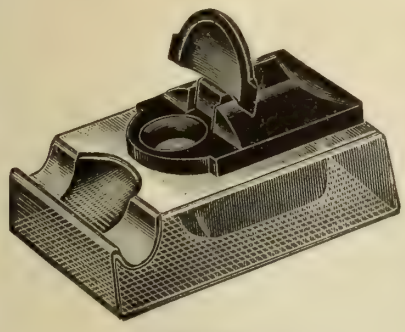
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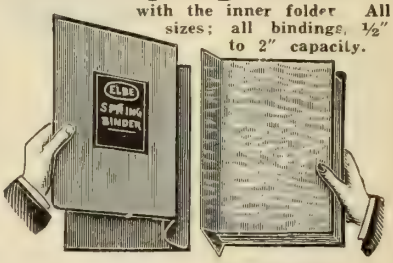
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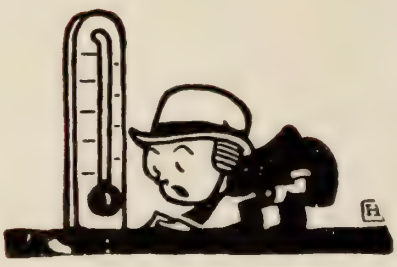
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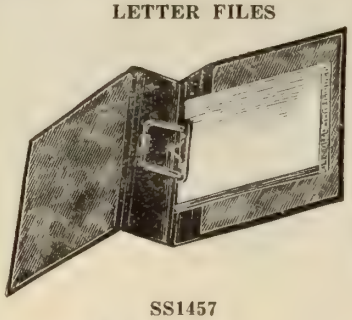
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Lord Esher's "Life" is not a portrait, but a caricature, and the only excuse for it is the very superficial knowledge which the painter possessed of his subject.
—H.H. Asquith.

December **PEARSON'S** Magazine

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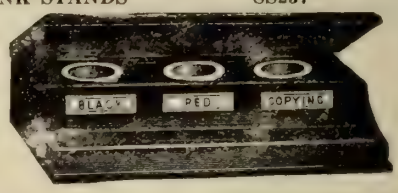
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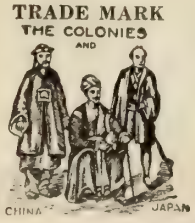
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The experience of our two principals, together with the loyal and efficient organization, speaks for the immediate advancement of the company to the advantage of the trade. Our new illustrated catalog is now on the press. We plan new and improved machinery and equipment. We expect to produce for the trade even a better and broader line.

OUR POLICY

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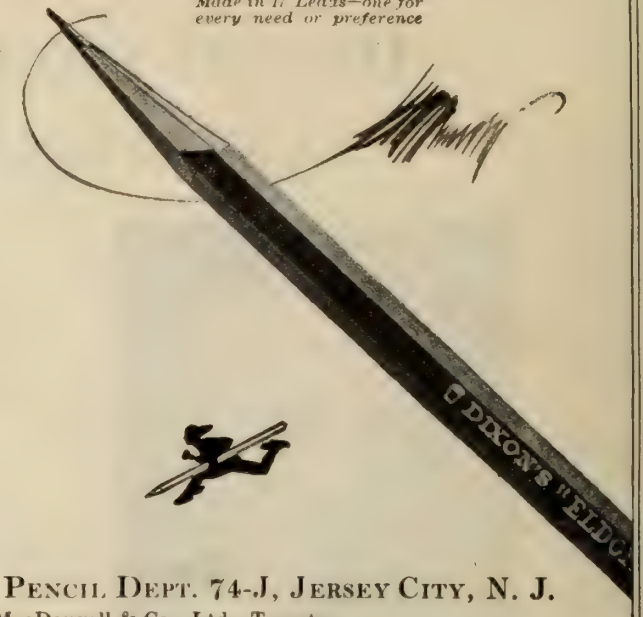
What it brings to your Service is Distinction; what it leaves with your Customers is Satisfaction; and your profit through its sale is large in what you can count and deposit in the bank, but larger still in that good opinion of your customer, which cannot be counted, nor discounted.

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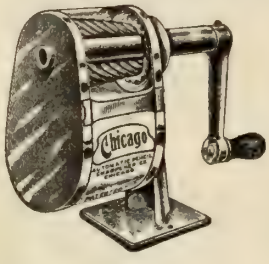
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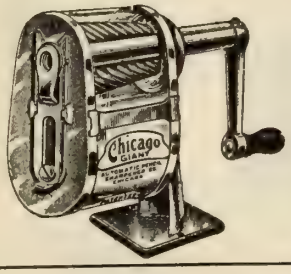


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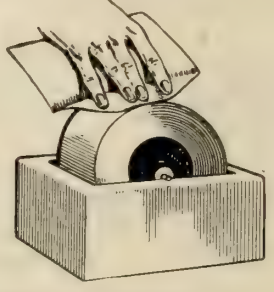
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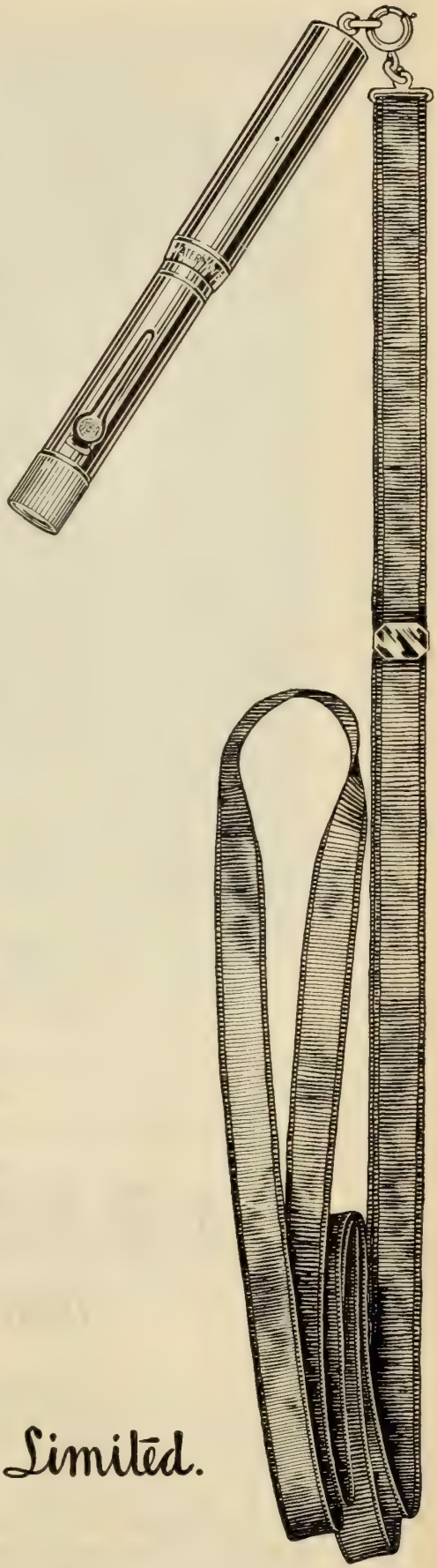
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We have made up ample stocks, in anticipation of an unusually heavy holiday demand for

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All styles—all sizes—all points—await your orders, with an efficient crew to handle them.

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"Rush" us.

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This picture illustrates an advertisement entitled "What do they think when they leave your parties" appearing in current issues of The Saturday Evening Post, Literary Digest, American, Red Book and Photoplay.

Selling the wholesome entertainment in a deck of cards—

—that is what our current advertising is doing, suggesting to the people in your trading area the real values in card playing, and thus inducing them to become immediate and continual purchasers of playing cards. The progressive dealer will recognize in this the assurance of quicker turnover than ever before on the brand that everybody knows and prefers:

Make your store headquarters for playing cards by carrying the decks especially intended for the games played in your neighborhood and by using the window and store display material which we will send you free of charge. Write us today.

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One of the hundreds of stores in Canada where Bookseller and Stationer and Office Equipment Journal is read each month.

Should Retailers Feature Your Goods?

Do You Set a Good Example?

RETAILERS have their displays in the stores, in "silent salesmen," and in windows where the goods appeal silently to the desire of every passer-by.

And your goods — where do you display them to create desire in the buyers of the Canadian trade?

There is one street, with one great national display window, where the buyers of the Dominion throng each month eager and interested to see what new goods, new models or new messages are displayed to the trade there. This national display window is the advertising section of Bookseller and Stationer and Office Equipment Journal. Its pages are intently studied each month by the principal buyers of Canada from coast to coast.

Let us show in detail that it pays you to display your goods in Bookseller and Stationer and Office Equipment Journal's National Show Window.

Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL
TORONTO, CANADA

Are You One of the Skeptical Dealers?

—Perhaps you are not fully acquainted with us?

—do you know that we have been *manufacturing* good lead pencils, in two factories, for over 16 years

—that the largest wholesale stationery firms and big drug houses are buying thousands of gross of pencils from us

—that for imprint, or regular, pencils we are completely satisfying all needs.

—that we are an *independent company* producing lead pencils at a lower price, *enabling better jobbing prices* and a *larger profit margin*

Now—*today*—write for prices and samples.

Pencil Exchange
Jersey City, N. J.

Bookseller and Stationer Christ



Your Christmas Window Display May Win You a Prize

Every bookseller and stationer in Canada will be giving particular attention to his "trims" this year. Now, more perhaps than at any other time, the dealer realizes that the strongest appeal to the public is through the window. This being the case, there are sure to be some mighty fine displays during the next two months.

Are You Proud of Your Displays?

There are few dealers who look upon the windows just as space that has to be filled. A well-trimmed window is an achievement of which to be proud, and it is only right that such displays as will be made this Christmas should be photographically recorded for future use. By having photographs taken of your windows you can be storing up practical suggestions for future years and at the same time stand a good chance to

Win a Valuable Cash Prize

that will pay for the photograph and net you enough in addition, to make any efforts you may put forth well worth while. What is more—it will be a distinct honor and a tribute to your ability to carry off a prize or secure honorable mention in

The Christmas Window Contest

being put on for the Canadian trade for the first time in its history by "Bookseller and Stationer." Cash prizes of $15, $10, and $5 are being offered for the best window displays of Christmas goods, and certificates of honorable mention will be awarded displays which, while not winning prizes, may be considered worthy of special recognition.

To enter this contest all you have to do is have a photograph taken of your window and send it in to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto.

nas Window Display Contest

The man in the small town stands as good a chance of winning as the city dealer. Strong Christmas displays are all that count.

The Satisfaction of Having Won a Prize or Honorable Mention

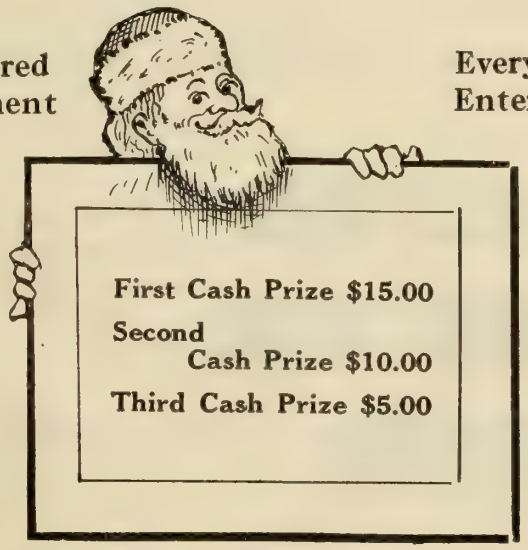
will mean much to the dealer coming out on top in this Christmas Window Display Contest but there is also to be considered the effect that this will have on the public. Not only will the display pay many times over in returns for the efforts put into it but some highly desirable publicity will be given the stores whose windows have been adjudged distinctly meritorious.

Let Us Pay for Your Window

All the dealer has to do in this contest is have the photographer called in. Many dealers throughout the country follow this practice, anyway, when they have a window which they consider out of the ordinary. Send the photographs on then to "Bookseller and Stationer" for judgment. There is no limit to the entries that may be made. If a Christmas display is made each week they may all be entered in the contest.

The Prizes Offered Are an Inducement

Every man sending in a photograph stands a good chance of capturing a cash prize. Should he fail in this his efforts will not go unrewarded for the displays in the "runner - up class" will be awarded certificates of honorable mention which he can hang up in a conspicuous place in his store for the public to see. And all photographs containing a selling appeal suitable to the season will be accepted by "Bookseller and Stationer" for reproduction in its pages.



Every Dealer Should Enter This Contest

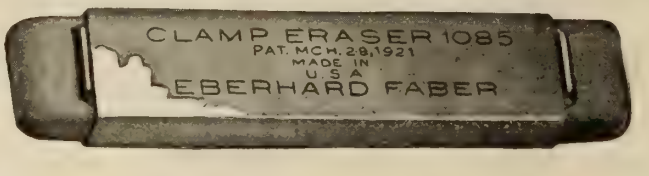
Now is the Time to Get Busy

Make your display both attractive and effective and then call in the photographer. All matter must be addressed to The Editor of "Bookseller and Stationer," 143 University Avenue, Toronto, and marked "For Christmas Window Contest."

A note to the Editor will bring any further information desired.

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CLAMP ERASER No. 1085



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The fact that the fingers do not come in contact with the eraser prevents smudging.

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"The Oldest Pencil Factory in America"

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Bookseller and Stationer

AND OFFICE EQUIPMENT JOURNAL

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To do justice to Canadian and Children's Book Weeks and at the same time give "Christmas Articles" the space to which they are entitled, it has been found necessary this month to leave out the regular features, such as "New Books of the Month," "Trade News in Tabloid," etc., condensing the "Office Equipment Section" to a column and holding over until January issue a number of book reviews. Extra space will be given these features in the January issue.

* * * *

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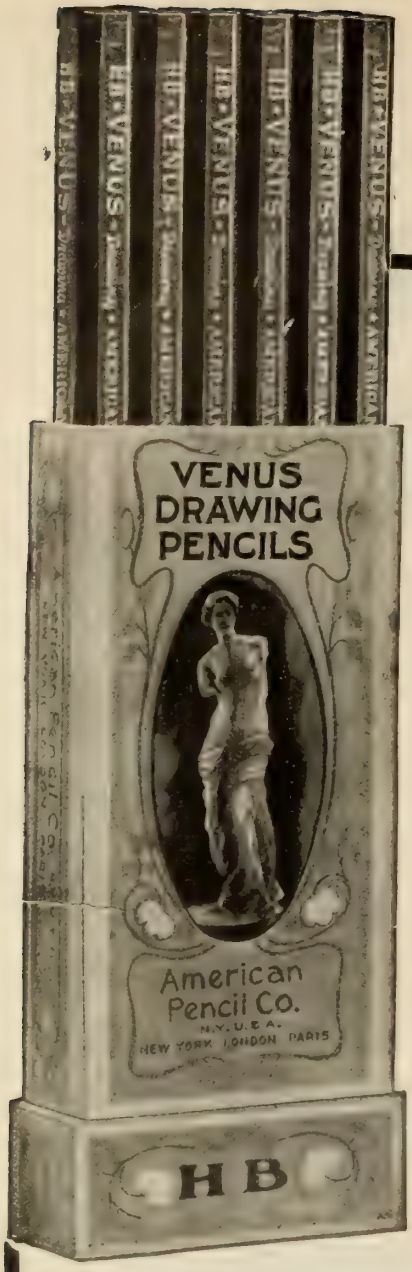
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GREAT BRITAIN—LONDON, The MacLean Company of Great Britain, Limited, 88 Fleet Street, E.C., E. J. Dodd, Director, Telephone Central 12960. Cable Address: Atabek, London, England.

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Quality counts; brings business; adds to prestige. **VENUS Pencils** are called for by customers who want the BEST. Their name, their trade-mark, their QUALITY, is known in every civilized country in the world.

Users of **VENUS Pencils** know that **Quality** in pencils means quicker, easier and better work.

The largest selling quality pencil in the world

VENUS (Revolving)

Counter Stand

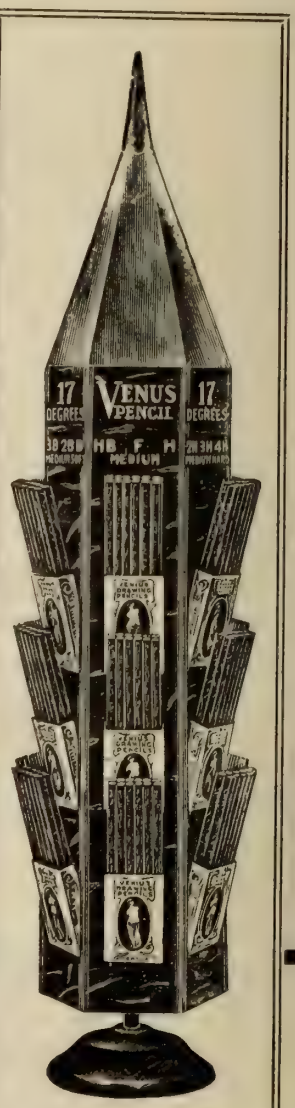


Leading stationers in every part of the country are finding this handsome, striking counter stand an efficient salesman of their VENUS Line. An exact reproduction in shape and color of the famous pencil itself, holding 18 dozen pencils.

Write for information regarding it.

American Lead Pencil Co., 220 Fifth Avenue New York

17 Black Degrees
6B softest to 9H hardest
and
hard and medium Copying
All perfect



No. 3864 VENUS Revolving Stand

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Bookseller and Stationer
AND OFFICE EQUIPMENT JOURNAL

Published Monthly Since 1884

Vol. XXXVII. TORONTO, DECEMBER, 1921 No. 12

Coping With Last-Minute Frenzy

Dealers Throughout Canada Are Drawing Public's Attention to Books, Novelties, Leather Goods, Chinaware, Framed Pictures, Music, Dolls, Bibles and Gift Merchandise of All Kinds—Stationer Has Good Chance to Catch the Eleventh-hour Shopper

WITH Christmas little more than a couple of weeks away the bookseller and stationer is faced with the question of what constitutes the most profitable display at this time. For weeks, of course, the gift-seeking public have been casting their eyes about. Some know now what they intend buying. A good many do not. What is more, the big majority will not know until the very last minute.

Of this business the man in the book and stationery trade should get the cream. His stocks are such that in many cases he is looked upon as a sort of "last resort." There is no denying that many shoppers, puzzled right up until the eleventh hour, finally decide to end it by falling back on a box of stationery—perhaps the most expensive in the stationer's stocks. Books may also be classed among the "old reliables."

Merchandise That Appeals

Recalling, and desirous of profiting from the experiences of other years, the bookseller and stationer would be well advised to give over a good portion of his space in the last two weeks to merchandise that might appeal to the eleventh-hour shopper.

It may be that suggestions or ideas may be secured from plans now being worked out by others in the business and towards this end mention may be made here of the line of action being followed by some of the more progressive members of the trade.

Framed pictures and framed poems, with quality stationery, have been on display in McKenna's Book Store, Toronto, and in close proximity is a card urging shoppers to procure their Christmas cards before it is too late.

Framed pictures appear to be having a big 'run' this season in the book stores of the country. Their eligibility for entry into the Christmas gift class has been, and is being, presented by many dealers. Where the framed pictures are not the entire display, or the greater part thereof, they are being used to reflect interest on other lines. For instance, in the illustration below, it will be seen that The Classic Art Company of Roncesvalles Avenue, Toronto, Ontario, have given over one window to framed pictures and the other to quality stationery and gift novelties, the pictures being used only as a sort of decoy to the passer-by.

Kewpie dolls have been more or less to the fore in Smith's Bookshop in Orillia, Ont., and with these some handsomely-bound books for adults and juveniles.

In the McAinsh store on College Street, Toronto, books for gift-giving have been given considerable space. A catchy card drawing attention to the desirability of books as gifts reads:

"Choose books! They are a dainty compliment to the one to whom they are sent."

Another message for the gift-seeker was contained in the following:

"Show appreciation and show your friend the highest compliment by presenting carefully-chosen books."

Framed Pictures Popular

Framed pictures have been featured to some extent in Stedman's Book Store, 166 Colborne Street, Brantford, Ont., and in Chapple's Book Store, Galt, Ont., the same idea has been put forward.

"New picture frame mouldings for Christmas," have been extensively advertised by Mr. Chapple, who informed the community: "We have just received a new shipment of oak, walnut and circassian walnut moulding and if you have any pictures to be framed we advise you to bring them in before the Christmas rush."

In Jaimet's Book Store, Kitchener, Ont., cameras have been suggested for Christmas.



Greeting Cards a Proven Factor

"The Convenient Bookshop," of London, Ont., Has Been Making the Most of This Business for Some Weeks Past—Dealer Who Has Not Yet Realized Possibilities of This Line Would Be Astounded at the Turnover Figures—No Fault of Dealers if Public Leaves Ordering to the Last Minute

IT IS unfortunate that human modesty frequently prevents the publication of facts and figures but if the dealer who has not yet realized the possibilities of the greeting card trade were told of the business done during the past month by Wendall Holmes, of "The Convenient Bookshop," 190 Dundas Street, East, London, Ont., he would undoubtedly receive the surprise of his life.

Greeting cards have become such a staple line in stationery stores today and offer such remarkable opportunities for steady profits that Mr. Holmes gives considerable space to this class of give considerable space to this class of merchandise. Although greeting cards may well be looked upon as all-the-year sellers the real harvest comes, of course, in the few weeks before Christmas.

Bringing Cards to Fore

As far back as the first weeks in November the tables were so arranged in the Holmes store that these cards were given good display for Christmas. From early in November, Mr. Holmes has learned, the sales of greeting cards gradually increase until about ten days before Christmas when the capacity of the store is taxed to the utmost in handling the crowds of seekers after greeting cards.

That this condition of affairs is general throughout Canada would appear to be the case, judging from the manner in which dealers from one end of the country to the other are, and have been, pushing this line. Just to refer to a few:

Arnold's Bookstore, Portage La Prairie, Manitoba, has been guaranteeing satisfaction to its customers.

Everalls, Limited, of Lethbridge, Alberta, are showing the best designs from six different manufacturers.

"It may seem a little early to mention Christmas Greeting Cards," a Saskatoon, Sask., dealer pointed out as far back as October, going on to say: "We are prepared to print Private Greeting cards for everyone in this district before Christmas, so we solicit your order early. We have the samples ready now, and they are a very superior lot. These cards are produced by artists—we do the printing in our usual artistic and satisfactory manner. There are many choice varieties, but only a few of each. Drop in and leave your order."

Cards for all Classes

To the people of Indian Head, Sask., a dealer said: "Here you have the choice of a fine array of cards and the satisfaction of having this Xmas duty attended to early. The early bird gets the choice."

"Let your Christmas cards carry your message of good cheer" the people of Hartney, Man., were advised, the additional argument being advanced: "They cost so little and mean so much that you cannot afford to miss anyone."

And in Eastend, Sask., the announcement was made: "Every friend will appreciate a kindly message, not forgetting mothers, fathers, wives, the folks back home, your neighbors, relatives, friends and business acquaintances."

Lots to choose from at Adams'," was the assurance given the denizens of Perth, Ont., and in Toronto, Murray-Kay announced early in November:

"Not a bit too early to order now, so as to make sure your own particular card may reach friends far away in time to bring your Christmas wishes to them. We are showing a beautiful collection in the latest designs at very reasonable prices. Ordering early insures a greater number from which to make a selection. They will be found at the Stationery Section."

"Our new Christmas cards are now on display," was the announcement made from Copeland's Book Store, Windsor,



Ont., urging its customers to make their selections early before the coming of the shopping rush.

"Order Early" Hammered In

The advisability of placing orders early to get satisfaction is being emphasized at the present time by "Jocelyn's" of Burlington, Ont., and somewhat the same policy has been followed by Lightfoot's Book Store, Stratford, Ont. Mr. Lightfoot has for the past four weeks been hammering at the public to get their orders in early.

"Be on time," has been the slogan, too, of James L. Sutherland, bookseller of Brantford, Ont., and in Jaimet's Bookstore, Kitchener, Ont., a steady campaign in favor of early shopping has been carried on. Mr. Jaimet has been warning his customers to do their shopping early, putting emphasis on the necessity of getting in early on Christmas greeting cards.

Said R. H. Davis and Company, Yarmouth, N.S., as far back as October 27: "Our Christmas cards are now on display and we invite your inspection. The early buyer has the advantage of a complete and fresh stock from which to make selections. All our Christmas cards are entirely new this season."

E. J. Coles Company of Ingersoll, Ont., have been offering an extensive range of styles and designs, urging the public to order early and avoid the last minute rush.

Even for French Friends

In Hamilton, Ont., A. C. Turnbull, 51 King Street, West; Robert Duncan and Company, James Street and Market Square, and Cloke and Son, 16 King Street, West, have been devoting more than a little attention to this line. Mr. Turnbull has been showing a wide assortment and the Robert Duncan Company have been emphasizing the need of "getting in early."

"Have you French friends," Cloke and Son have been asking, following up the query with: "We have a dainty lot of Christmas cards with greeting in French. See them before they are all gone."

This firm has also been expressing pride in its display because of its all-Canadian nature. The Cloke prices range from five cents right up to $1.25.

Undoubtedly this will be a big year for greeting cards as more and more people are realizing that it is the thought behind the rememberance that really counts.

Now far the Harvest

The stores are now ablaze with the most beautiful and artistic lines they have ever carried and, as the Greeting Card Bulletin points out, this is the time to reap the harvest. It is the season of the year when the dealer cashes in on his investment in Christmas cards. The way for him to make the most from selling Christmas cards, is to take advantage of everything being done to focus the public's attention on them.

Sales Of Cards Come Only By Display

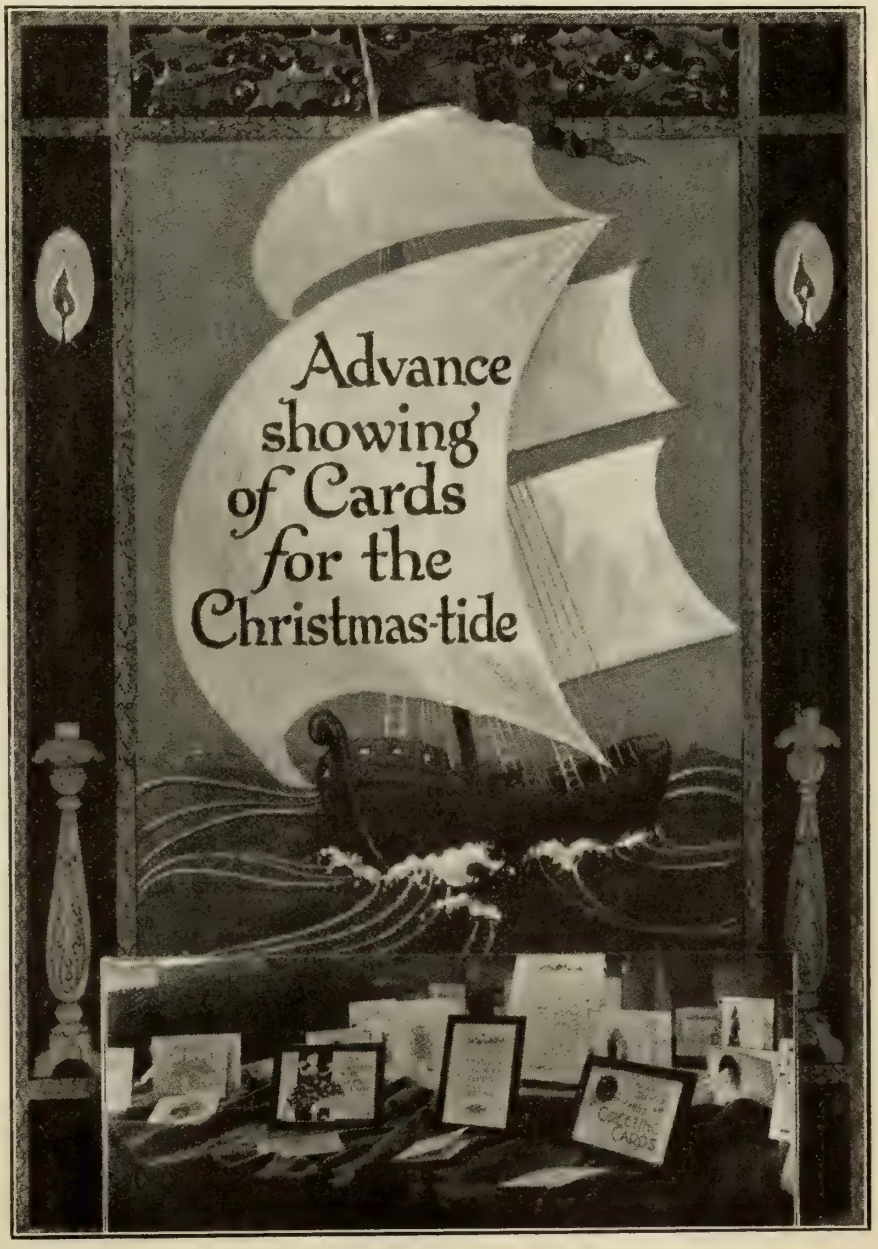
CHRISTMAS greeting cards are one of the biggest selling items in the stationery store at this time and with this article appear reproductions of show cards supplied by The Greeting Card Association. They may be of assistance to the dealer in fashioning his displays for the benefit of the last-minute shoppers. At the bottom of the card reproduced below is a display of greeting cards which any dealer might use in a section of his window.

Regarding the displaying of cards too much emphasis cannot be placed on the fact that they must be displayed if they are to sell. The dealer may have a few soiled, but what does this amount to when there is taken into consideration the fact that he gets so-and-so's the best advertising by having customers tell their neighbors and friends what a wonderful display they found at so-and-so's store? The dealer must study human nature in this respect; if a woman wants only one card she will go where she can see the most to select that one.

Cards cannot be sold successfully on the shelf or displayed in sample books. It is display that gets the business—also the publicity.

"I have heard customers come from other stores that carry a larger assortment than we do (on the shelf)," declared a dealer, "and when they stepped up to our large display, exclaim, "Oh what a wonderful line. This is the largest display I have seen." She was right, for she could not see the cards where she had just come from, because they were on the shelf.

"I think it is not good business to buy too many different lines. Choose two or three good ones each season and buy them representatively.



Robert Duncan Company of Hamilton Finds Greeting Cards Help to Dispose of Gifts

GENERALLY recognized as one of the most progressive book, stationery and office equipment stores in Canada, and certainly not lacking in anything that goes towards making a success of any retail establishment is the Robt. Duncan store at the corner of St. James and Market Sts., Hamilton, Ont. Through its many years of catering to the public of Hamilton it has continued to keep pace with the times until today in that same old building where the original business was started over half a century ago are in operation some of the best merchandising methods to be found anywhere on the continent.

Strategy In The Windows

Blessed with an almost ideal location, the kind that must make the druggists very envious, the Hamilton store probably affords greater opportunities for window display than any corner store in the business centre of Hamilton. On the left of the main entrance, which faces the corner of Market and James Sts., is a large window which any bookseller would cherish, even though it were his only method of attracting the attention of the passerby.

On the right of the entrance, and extending along Market St. are three large windows, the displays in which are continually changed, one being given over to one department at one time and to another the following week.

When a representative of Bookseller and Stationer called at the Duncan store about the middle of November, the St. James St. window was devoted to children's books, the other three to popular magazines, wall paper and greeting cards in the order named from west to east.

It will be noticed that the window dressers of the Duncan store display those lines which should at any particular time have the greatest demand.

The Children's Book window linked up with Children's Book Week; the magazine window with the big sale which continues up to this time of the year in popular Canadian, American and British periodicals; the wallpaper window to catch the last of the late fall business in this line and greeting cards to suggest early placing of orders for this popular merchandise, especially the Christmas personal cards which have to be ordered well in advance for impirnting of the purchaser's name.

Entering the Duncan store, the visitor is immediately struck with peculiar physical layout of the store interior and with the methods used to utilise every inch of floor and counter space to the best advantage.

Broken Up Into Departments

The interior is shaped somewhat in the form of an irregular pentagon. Book shelvings take up all one side of the store; at the rear is the office; the office equipment section is located opposite the book shelves and on the fourth side are the windows spoken of above. In the centre, like a group of islands, are tables and stands loaded with displays of leather goods, greeting cards, papeteries, books of all kinds and all other lines usually found in an up-to-the-minute book store.

Considerable changing of the layout of the store has been done at different times always, however, with the idea of keeping the various lines of merchandise in departments. On account of the unusual shape of the floor space the arrangement of the store has been somewhat difficult. Nevertheless, the ultimate aim is to separate as much as possible the three main divisions—office equipment, books and stationery.

Wallpaper is displayed on the entire second floor and does not, therefore, enter into the difficulty. The store manager, Mr. Lees, believes that the various classes of customers prefer to have the department in which they are purchasing retain a separate identity. For example, he believes that men purchasing office equipment do not like to be surrounded by women buying leather hand bags or other distinctly feminine items.

Taking the departments one by one, it might be interesting to discuss the methods adopted by this firm in maintaining that department's identity and to discuss the success which rewards these plans.

How To Sell Office Equipment

First take the office equipment department. This runs the entire length of the east wall of the store. Sample articles are displayed on a counter and stock kept in wall cabinets behind the counter. A special clerk has charge of this department and makes a business of finding the wants of the buyers in offices. A salesman is also kept out soliciting business and, despite keen competition from other Hamilton firms and from outside, this department is one of the real revenue producers of the store. Mr. Lees believes that to maintain a profitable office equipment department a man should be kept outside continuously calling on the offices and factories of the neighborhood. Moreover, the assistant in charge of the department should be highly specialized in his work.

Next comes the greeting card end of the business. This has worked up from a sporadic profit producer to an all-year-round department over which one assistant has special supervision.

Greeting cards are kept by means of a filing system which Mr. Lees originated and which he believes is the only method to prevent loss from wastage in soiled cards. A specially-constructed filing cabinet was built by a local manufacturer which contains small shallow drawers, large enough to hold a few dozen cards of any particular design. These drawers are all numbered and an index book kept listing the type of card in each drawer. In these drawers almost the entire stock is kept with the exception of a display on top of one of the silent salesmen near the front of the store and one sample of each card in sample books. These sample books are large loose-leaf affairs which contain the complete range carried in stock.

It has been found that the display on the silent salesman is sufficient to interest the customer in greeting cards and the sample books near at hand give quite sufficient opportunity to carefully examine and read each card.

Display of Gift Novelties

When a card is chosen the index number is noted and the card produced from its particular drawer in the filing cabinet.

As a sub-department of the greeting card end of the business is a display of gift novelties done up in Christmas

Manitou Man Carried Off Slogan Plum

"Canadian Books in Canadian Homes" is the prize-winning slogan in the contest in connection with the Canadian Authors' Week campaign. The winner is Charles C. Parker, bookseller, of Manitou, Man.

The special committee was guided in the choice of this slogan from among hundreds that were submitted by the fact that it is in keeping with the object of the whole campaign, which is to get more books into the homes, and especially to get the people to start home libraries of books by Canadian writers or about Canada.

boxes. These, Mr. Lees states, are big sellers despite the fact that they are priced almost beyond reason. During the Christmas rush as a matter of fact, as early as three weeks before Christmas, three girls are kept busy in a special greeting card booth devoted to the cheaper cards.

Crowds are almost continually surrounding this booth "four and five deep." Certainly, Mr. Lees states, greeting cards should be recognized as one of the big staple lines for the stationery store.

The Robt. Duncan Co. do not claim to be big book dealers—that is, in the old time sense. The carrying of a wide range of books of all types and at all times is not or never has been practised. The company finds that it makes most money on juveniles, reprints and special book series in constant demand. Consequently there is to be found in the Duncan store a most carefully selected stock. Juveniles are carried in larger quantities than any other titles but even here are found mainly, the "fast movers" such as Burgess' books and so on. Incidentally, the store had a visit from Mr. Burgess early in November when he practically cleared out their stock of his titles, autographing each book as it was sold. Much has been said about inviting authors to attend the sale of their own books. Here is one case at least, where the idea has been worked out successfully.

GIFT SUGGESTIONS IN TOILETWARE

FOR CHRISTMAS

SHOW CARD SUGGESTION

Important also among the departments of the Duncan store is that devoted to papeteries where again the popular advertised "makes" are in evidence. A whole display case is devoted to one manufacturer's line that is backed up by consistent advertising. Other departments of a smaller order are leather goods, magazines, art pictures and picture frames and stationery sundries. Over each department is hung a small clearly lettered sign so that the customer can see from the entrance where each department is located.

Wallpaper has always been a big end of the Duncan business and the whole second floor is devoted to this department. Access to this is secured by the stairway leading up from near the store entrance. The history of the wallpaper department dates back to the founding of the business and the original sign on the Market St. side of the building still remains—"Robt. Duncan Co., Wallpaper Warehouse."

A very interesting group of photographs which hangs in the office near the rear of the main floor gives a graphic picture of the history of the business.

One department of many retail stationery stores that has been very progressively developed by the Robt. Duncan Co., is the printing establishment which is housed in a separate building in the court at the rear of the store Starting from small beginnings, this business has developed into the second largest job printing establishment in Western Ontario. At the time Bookseller and Stationer last visited this plant it was working to full capacity with three eight-hour shifts a day.

It is doubtful if anywhere in Canada a business can be found so thoroughly representative in all departments of the book stationery and office equipment trade. It is worthy of note, too, that the Robert Duncan Co., with all their up-to-date merchandising ideas, are always willing to pass them on to fellow stationers realizing that this is a time of co-operative accomplishment and that everyone can learn something from "the other fellow."



With phonographs, cut glass, ivory goods, books and gift merchandise of all kinds in full display on his floors and shelves, Ernest V. Bergin, of Kamloops, B. C., is prepared, it can be seen from the illustration, to meet the demands of Christmas shoppers. Even toys are on display on the ledge at the rear, also violins and other stringed instruments. Note particularly the case of gift merchandise in the foreground.

Extend Until New Year Demand For Holiday Papeteries And Kindred Lines

THAN the weeks from now until New Year's Day there is, perhaps, no time during the year when window displays will do as much for the stationery department. Quantities of stationery, the amount of which could scarcely be reckoned in dollars and cents, are sold for gifts at Christmas and there is no doubt but that the sale for New Year's Day is a runner-up in the contest.

High-class papeteries are exceptionally popular in the weeks before Christmas as they can always be relied upon by people making gifts at this time but the possibilities of boosting sales for the New Year are immense. The gift-giving practice is general at Christmas and in it nearly every person indulges but this is not the case at New Year's. Just the same, thousands of people extend the gift-giving season until the first of January and on the last day of the year chocolates and stationery are much in demand. Excepting, of course, in the case of the wealthy and those well able to afford expensive gifts twice within the week, the gifts exchanged at New Year's are, for the most part, limited to handsomely-boxed chocolates and quality stationery. The latter is not particularly expensive—being well within the means of the average man or woman—and yet nothing finer in the line of gifts could be selected.

What Experience Has Shown

In view of the fact that there is business in this line during the last week of the year the bookseller and stationer, no matter where he may be located, should make the most of it. A steady drive on quality stationery between Christmas and New Year's should bring results.

From now on, therefore, elaborate displays of papeteries are in season and dealers should make the most of their opportunities at this time. Last year dealers "bore heavily" on this class of goods and their displays attracted considerable attention and brought in numerous sales.



Stationery, generally the best quality, framed pictures and current magazines are usually put to the fore on special occasions by the Classic Art Company of Roncesvalles Avenue, Toronto. The display of stationery shown here is of such a kind as to appeal to the gift-seeking shopper during the Christmas season.

Grand and Toy, Ltd., Toronto, for instance, had a window drive on engraved Christmas cards. A card in the centre suggested:

"Send Your Own Engraved Card with Every Gift."

Samples of personal Christmas cards were exhibited on the window floor, with the die, from which they were printed, in front of each card.

Another stationer covered his background with Christmas paper of red brick design. Oblong strips of cotton batting were rolled up at one end and tied with dainty white ribbon, with personal greeting cards attached to the batting. More Christmas cards were exhibited on the cotton-batting-covered floor.

Embossed Stationery Appeal

A department store in the West devoted an effective newspaper advertisement to embossed stationery. It had a seasonable appeal, as will be seen below:

"A Beautiful Quality of Stationery with her initials embossed from her personal Monogram Die is a Gift worth giving.

"A girl may give a man embossed stationery, too. Whoever the recipient, this is a most acceptable gift, especially when the paper is selected at this store.

"We also have a good line of papers in special gift boxes ranging in price from 75c to $10 the box.

"Let us show you a new style die, they make such a personal gift and can always be used.

"Other gift suggestions from our stationery shop include:

"Desk sets, library sets, game sets, humidors, address books, line-a-days, brass desk accessories, smoking stands and trays, new book ends and racks and other beautiful things."

A Montreal store ran the following boxed-in announcement on behalf of Christmas cards:

"Christmas Cards
If you want to get dainty and artistic cards, go to that little store on St. Catherine St.
You can hear this on every side.
Come in and prove it yourself. We give first place to no one."

A Letter to Santa Claus

A Winnipeg stationer had a very artistic Christmas stationery display. A "Merry Christmas" greeting was painted in gold on a red card that occupied the middle of the trim. Green velvet covered the floor. The object, though, that attracted the greatest amount of attention was an open letter written in childish scrawl. The letter, placed on the

floor at the front centre, told Santa Claus to bring Willie something nice. In close proximity to the letter was a bottle of ink with a red quill in it. Under a lighted red silk-shaded library lamp at the left rear was a neat display of framed pictures, art pottery, metal book-ends and red leather covered books. At the left rear was a bronze vase filled with gilded poplar leaves. Holiday papeteries in boxes were stacked across the centre, with green and scarlet quills laid among them. The right front was occupied by a large box of white stationery, with an immense rose-colored ostrich feather, made into a quill, placed on the box. Rows of fountain pens and silver pencils were arranged at the front left.

Imposing Fountain Pen Display

The L. E. Waterman Co., Ltd., Montreal, worked out a unique Christmas setting for fountain pens. The floor of the trim was filled with soft cotton batting over which artificial snow was freely sprinkled. Beaver board was employed to form the base of a stone wall at the rear. This was tinted as a brown stone and pencilled off with very dark almost black mortar-lines. Behind this wall, with heavy gates ajar, was a painted landscape. This setting comprised an ancient castle, surrounded by extensive estates. A roadway passed through the estate, while pine trees, laden with snow, ideally completed the scenic effect. Fountain pens on stands and in boxes were scattered in the foreground. One sign lettered in white on a blue background, bore the following message: "Given With Confidence—Received with Pleasure."

A Nifty Window

There is no denying the potency of the appeal in the window display presented at the bottom of the page. Howard Fraser, whose place of business is at 101 Fairmount Avenue, Montreal, P.Q., believes in always "doing a thing up right." That he lived well up to his beliefs in the fashioning of this display of Christmas papeteries, is evident at a glance. From this illustration dealers throughout the country may get a good suggestion which can be worked into their holiday displays.

Materia's for Christmas Parcels

Grand and Toy, Ltd., Toronto, also feature all the essentials for wrapping Christmas parcels in their show window. Excellent examples of done-up Christmas parcels were shown in the window, in order to illustrate how attractively they could be tied with the helps displayed. These helps comprised tissue paper, balls of fancy twine and tinsel, Christmas tags and labels. Balls of fancy cord placed at equal distances apart at the rear, were sufficiently unwrapped in order to allow the cord to be stretched to a central exhibit down in front. The exhibit assumed shape in a calendar, with the date set at December 25.

It also pays to make a bold bid for the New Year's business, for there are calendars and diaries that have a seasonable appeal. A Vancouver stationer struck a convincing note in his newspaper advertisement on the subject. It read:

"Don't Depend on Your Memory

"Put it down in a Date Book or Diary. The 1920 edition is in. All sizes from vest pocket up to 9-14 inches."

Dark Red Blotters Used

A Western stationery concern left no stone unturned to focus attention on their extensive stock of calendars and diaries. Outside their store prominence was given to a huge banner, painted on which was a brief reminder about the line of calendars and diaries carried in stock.

A store in Ottawa, lined the recess of their show window with dark red blotters. The floor was covered with blotters in a rainbow effect. At the centre was a large calendar torn at January 5, with a message written in pencil. The message was:

"To-day is January 7"

Surrounding the exhibit were calendars of all sorts and descriptions, desk pads, memo books, fountain pens, erasers and bottles of ink and mucilage.



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What Bookseller Can Do

THIS is the time of year when a book, grate fire, and a comfortable chair begin to look very attractive, and one's pleasure in books is more than doubled if they can be talked over with others who have read them. Now-a-days no one can afford to be uninformed regarding the best in literature and there is no pleasure so readily accessible, so satisfying and so inexpensive as reading. The friends we make in books are ours for as long as we will have them, and they are always within reach to meet our different moods. Booksellers do not need to be told this. The general public, however, can stand telling. This is where the bookseller comes in. He should let slip no opportunity to make readers out of customers.

* * * *

Wanamaker's Good Advice

JOHN WANAMAKER pointed out recently that Thanksgiving Day was just around the corner; then Christmas and New Year's Day swiftly follow, treading on each other's heels. Each of these days involves certain purchases, especially Christmas, with its multitude of gifts.

"Anyone who wants to make better times come back sooner may do so by anticipating the three holidays," says Wanamaker. And he adds:

"To do so will give more employment to worthy people, put money into circulation, and cause further business to go on in workshops and mills, for the renewed orders so desirable to manufacturers."

The hint is worth taking. A steady flow of business between now and the beginning of the year will be more advantageous to both merchant and consumer than a glut of business for short periods.

* * * *

Great Chance for Writers

THE GUEST of the Toronto branch of the Canadian Authors' Association at a dinner in the Arts and Letters Club, Mrs. Nellie McClung, a member of the Alberta Legislature, described her visit to the Old Land and the impressions she had gathered during her wanderings through France. While these countries offered great opportunities, yet she doubted whether any of them afforded any more than Canada. Her visit had convinced her that in the Dominion, Canadian writers had a vast field in which to give marked service on behalf of the country in their writings. The lakes of Scotland had been made famous through authors and writers. A similar field existed in Canada, but writers paid little or no attention to the beautiful lakes which dot the Dominion from one end to the other. Let Canada's authors make the most of the opportunities afforded them and Canada's booksellers will stand loyally at their back.

Losing a Sale Gracefully

IF THE bookseller has not already become accustomed to losing sales the possibilities are that he will be sorely tried for the next few weeks. From now until Christmas shoppers will be on the rampage. Price will certainly be a big factor in gift purchasing; which means that everything that is looked at will not be picked up and carried off. It is only natural to expect that many sales will be lost. It is up to the booksellers and their salesmen to see that they are lost with good grace.

Some of the larger business houses—department stores, for example—take the view that the customer put at ease after taking up time and not buying is sometimes better than making the sale because the customer is always a prospect and courtesy at the time of a lost sale may land a much better sale in the future. It is easy to be smiling and pleasant when a sale is made but it takes real backbone to keep the smile—and make it look sincere—while staring failure in the face.

After all, the loss of a sale is but a small thing. It is the loss of a customer that tells on a business. Consequently, it should be the object of every man behind the counter to see that one does not go with the other. Make a steady friend of the Christmas shopper.

* * * *

The Spirit of Christmas

IT IS with a keen appreciation of the harmonious relations that have existed throughout the year that the publishers and staff of Bookseller and Stationer wish the trade the merriest of Christmases and the happiest of New Years, starting off auspiciously a year which we hope will be filled with a prosperity that will be lasting.

Christmas as a period of good will, rejoicing and the interchange of presents is readily traced to the Roman Saturnalia which was celebrated at about the same relative time of the year as is our modern Christmas. During the Saturnalia there was universal mirth; friends feasted together and exchanged presents; gifts were made to the poor; no war was declared; no capital executions were permitted to take place and even the slaves were granted the right to speak although, usually, speech was denied them. The hymns in honor of Saturn were the Roman representatives of our modern Christmas carols. In the northern nations of ancient Europe at the same period of the year a festival was celebrated in honor of the God Thor with features like those of the Roman Saturnalia and song and dancing.

The first mention of Christmas in literature occurs in the second chapter of the Gospel according to St. Matthew, first verse. That is a simple mention of the birth of Christ. During the first centuries of the Christian era there was no written record of observance of Christmas. The Christmas festival of the Nativity appears to have been first celebrated very shortly after the establishment of the new religion—possibly during the reign of the Emperor Concordius.

It is evident, therefore that this great festival has, throughout the centuries, been a period characterized by the spirit of "peace on earth—good will to men." This year especially, this spirit predominates. That this will continue and that the Scrooges of business will be as conspicuous throughout the coming year as in the dying days of December, is the fervent wish of this publication.

Again, then, may we wish you the best of everything for Christmas and the New Year!

Ten Thousand Prize Stockings Ready; Quebec Stationer Expects Big Demand

"MY BEST sales and advertising medium is undoubtedly my windows and more especially so when I put price cards on the goods," says Mr. Kirouac, manager of J. A. Kirouac and Co., stationery and toy dealers in Fabrique St., Quebec City, Que. Marking the price on goods displayed in the windows is equally important to doing so when they are shown inside the store, says this dealer.

"People who are passing stop and look at the window display and when the prices are shown they invariably come in to look around," adds Mr. Kirouac, "and while not always purchasing the articles shown they will, in a great many cases, buy something else. When a special is offered and is not made known through the window display the results are seldom very good."

"If you expect to sell goods you must show them," says this man, "and the place to do this is in the windows."

Sells Toys all Year.

The Kirouac store is the only one in Quebec showing and selling toys twelve months in the year and when the representative of Bookseller and Stationer asked if people would buy toys all the year round he said "SURE."

"When children see toys," he went on, "they want them whether it is in July or at Christmas and it is always to please and amuse the children that they are bought. Then there are always presents to be bought and here again there is a market for the toys the year around.

"When a would-be purchaser comes in the store and asks for a toy for a child the first question asked by the sales person is, 'is it for a boy or a girl?' and 'how old is the child?' 'Do you want a toy to be used inside the house or outside?' Then if the wish should be for something mechanical an endeavor is made to find out what the child's ideas are like. While it sakes a few seconds to get this information it saves many minutes in selling and when the sale is finally made it has a tendency to make a better friend of the customer as the fact that you took the trouble to find out these things is appreciated."

Favors Massive Displays

"The more massive the interior displays are," said Mr. Kirouac, "the better the effect it has on the customer. If there is only one article shown which is used as a sample there isn't the same amount of interest taken. There are over two thousand varieties of them in this store and the results shown in the displaying of them is an accomplishment."

In the rear of the store, in which the toy department had been arranged, have been built tiers of display stands with sloping shelves which allow the best means of seeing the goods. These are built in the centre of the floor and do not interfere with the regular shelving around the walls. They are about five feet high and, with the displays built on both sides, people are able to walk around them.

The prize stockings which are so much in demand at Christmas enjoy a wonderful sale in this store. In the past these were bought from manufacturers but now Mr. Kirouac is having these made himself and is able to sell them cheaper and also to put better goods in the stockings. For this year's trade there have already been made over ten thousand of these stockings which range in price from ten cents to fifteen dollars each.

"Any store that sells dolls should also be able to sell parts and repair those that are broken," claims Mr. Kirouac. "We have a doll hospital in which we can repair all the broken dolls brought to us. This is also very much appreciated by the customers as they know when buying a doll that should the kiddies break it they do not have to throw it away but can bring it back and have it repaired. The department in itself is a financial success."

Last year Mr. Kirouac had a large electric sign installed on the front of the store and is very loud in his praises of it. At the bottom of the sign has been set a picture on glass of a kiddie riding a little cart (Kiddie Car) and as a result of this, the sales on this particular line have increased rapidly. No one passing along Fabrique St. at night can miss this sign and it is also the best way for distinguishing the store. This is the largest electric sign in the city.

At Christmas which is the big harvest time of the year for the toy business, extensive newspaper advertising is carried on and in all these advertisments cuts are used showing the various lines carried.

"Using cuts of toys in newspaper advertising is positively the best way of getting results," claims this dealer, "as the children on seeing these things, never forget to draw their parents attention to them, while in advertisments in which no cuts are used there is never the same interest taken."

One good thing Mr. Kirouac has found in advertising articles has been to give the number of varieties of an article such as twenty kinds of dolls, eleven kinds of wagons, etc. This has proved particularly good.

Mr. Kirouac was very critical of the manner in which many merchants buy toys.

"They just seem to think that because there is a lot of bright paint on the article it will be a good thing to buy, never give any thought to what it is for or how it can be used," he says.

Most of the goods sold in this store are improved as the Canadian manufacturing field is limited and no matter what the article is that is offered for sale the questions arise "what is it for?" "Can a child of the age for whom it would be bought operate it?" and "will the sales of it prove satisfactory to the store?"

This dealer says that if some of these things were considered more merchants would be able better to hold their customers.

Display Table in Centre

While toys are the biggest thing in this store they are not the only lines carried as papeteries play a big part in the sales.

A centre display table is kept at all times and proves a good plan for displaying specials and at seasonable times is the ideal place for cards and booklets.

A very big sale of religious goods is also enjoyed.

Over Four Hundred Sales As A Result Of Papeterie Trim

That the window plays no inconspicuous part in the maintenance of a business was brought forcibly home to J. A. Kirouac and Company, of Quebec City, P. Q., recently.

As a result of but one display the sales of papeteries in two weeks exceeded four hundred boxes.

In the Kirouac store the sales of papeteries are depenaant, for the most part, on window displays.

Not infrequently there are in stock some hundred and fifty lines of papeteries ranging in price from twenty-five cents to five dollars.

Ingenuity Shown In Toy Selling

Big Preparations Made for a Profitable Holiday Business—Fashion in Toys Considerably Changed—Building Playthings Succeed Swords and Lead Soldiers—Prices Have Taken a Drop, Too

THAT the booksellers and stationers of the country do not have to play second fiddle to any other class of merchants in this country when it comes to merchandising toys is evident from the plans that are now under way from one end of the country to the other. In some quarters the belief has prevailed that the demand for tin soldiers and war toys, of all kinds will this year be small and on the strength of this feeling many merchants have refrained from stocking goods of this kind. It is interesting to note just what the trade has been pushing. Hereunder is a sketchy resume of activities along this line.

Miller and Bell of Thorold, Ont., have been showing pull toys, trams and traction toys.

James H. Trenwith of Kelowna, Sask. has been specializing in English and American toys, including dolls and dollies' beds, furniture, tables and chairs, soft toys for baby, games of all kinds and mechanical toys for boys.

What the Displays Tell

Everything in the toy line from all parts of the world has been on display for some time in William Gurd and Company's store, 185 Dundas Street, London, Ont. Mr. Gurd has been follow the practice of listing scores of these toys in the local newspapers with prices opposite each.

Everything from trains that wind up and run on tracks to tricycles has been shown by Keene Brothers, 125 King St. London, Ont., while in Peel's Toy World, Richmond St. London, Ont., dolls, games books and mechanical toys have been shown. Free souvenirs were given to every child at the Christmas Opening.

"Hello Boys" sang out Jaimet the Stationer, Kitchener, Ont., in one of his announcements, emphasizing the value of a mechanical or electrical set.

Charles Ogilvy, Ltd., Ottawa, Ont., announced:

"The larger part of our Christmas Toys are now in stock and the Toy Department is so well filled with games, puzzles, toy furniture, kiddie kars, express wagons, automobiles, doll carriages, and dozens of other delightful playthings, for small boys and girls of all ages, that it is impossible to tell you about more than a few.

"It is not too early to make selections for Christmas and you will find it much more satisfactory to shop leisurely, while there is no crowd.

"If desired, your selections will be reserved for later delivery, by payment of a small deposit.

"McLean's Toyland in Dartmouth, N.S., opened five weeks ago with a full line of playthings, coupons being given with every purchase.

Ogilvie, Lochead and Company of Brantford, Ont., have greatly enlarged their Toyland this year and here practical toys, combining the instructive with the amusing elements, are being featured.

Playthings Now in Demand

Due in great part, it is said, to the disarmament conference, the fashion in toys has changed considerably this year. No longer are lead soldiers and toy ships the first choice of the mobs of small boys who are beginning to haunt the toy departments of large Montreal stores. The sword is being supplanted by the building toy, the war game is giving way to those in which horse races figure.



"Diana and Sambo" (at the top) are a rollicking pair of jolly colored dolls with kapoc filled bodies enclosed in bright muslins. Below are "Shoe Button Sam" and "Shoe Button Sue," dressed in printed materials of assorted colors. These are new lines being manufactured by McClelland and Stewart.

Toy factories of Japan, France, Switzerland, England, Germany and the United States, as well as domestic workrooms have all contributed to the stocks imported for the coming Christmas season.

Santa Claus' mind will be somewhat relieved when he learns that the prices of these fascinating playthings are considerably less than they were last year.

The Cheapest Since 1914

"Toys this Christmas will be cheaper than at any time since 1914," said one manager of a toy department in a large local store.

"People are going to ask the price of dolls and stuffed animals this year," said another manager, "and we have been on the look-out for bargains. Since the beginning of the war neither our customers nor ourselves have considered what the toys cost. Can we get it? When can we have it?—were the two questions we put to the manufacturer, and the sum of $125 for a single toy was not considered exorbitant by the fond parent. This year this store is featuring less expensive toys to suit thin purses."

Dolls which will not break when a teasing small brother throws them on the floor are the most popular toys with the "made in Canada" label. Enormous strides have been made in the quality and quantity of the home-manufactured playthings during the last few years, though several shop-keepers complain that they were still inferior in finish to the dolls and horses made across the border. One said he found that the change of climate caused the enamel to crack when Canadian dolls had been kept in the store for many months. Another deplored the roughness of finish of the wooden steeds which will occupy a big space in Santa Claus' pack on Christmas eve.

Canadian and German Toys

However, some Canadian toys vie with any the rest of the world can produce. These are the wireless and telephone sets, coveted by growing boys. In addition a Toronto firm is this year introducing chemical sets for the boy of scientific turn of mind, and apparatus for glass blowing and soldering. The clerks in the store say that there is an ever-increasing demand for this type of toy—something that furnishes the recipient with "something to do;" and, as usual "Meccano" and similar toys are proving "best sellers," according to several merchants.

After an absence of several years the flaxen-haired German dolls are back on the market at a third of the price of those of French and British make last

(Continued on page 31)



Some Practical Suggestions Which May Prove Useful for Trimming Xmas Windows



THAT Christmas offers the greatest possibilities in the matter of creative window trimming is readily acknowledged. At this season the dealer can in a sense work wonders with his window displays. The opportunity is given him to put into the display any of the artistic ideas he may feel like presenting but which would be hardly suitable for the year-around every-day commercial window. This opportunity should not be overlooked when he starts out to make a Christmas window. The success of it will depend on the measure in which it is different from the type of display which he ordinarily uses. It must be distinctive, artistic and most of all, it must carry out the significance of the Yuletide in such a way that it is not necessary to label it for everyone to know that it is a Christmas trim.

Here are given a few seasonable ideas for simple backgrounds and the attractive arrangement of holiday goods.

One of these, a background described in the Drygoods Reporter, consists of four tall square columns, the upper part of each one having an opening cut out and filled in with an imitation art glass design of holly. Back of this transparency can be placed electric lights.

The two scenic panels represent Winter scenes and because of the beautiful colorings it is possible to get in them. they make a background of this kind one of exceptional beauty.

Something suitable can often be found among the large panels of scenic wallpaper; otherwise a scenic studio or perhaps a local art student can prepare them.

The transparency that occupies the upper portion of each of the four columns can be made by stretching a thin white lawn over the opening after the holly design has been painted on it.

The entire background, including the posts, can best be made from wall-board, thus making it possible to paint the surface and thus do away with using coverings such as felt, which are expensive. The wall-board also gives a perfectly flat surface of any size desired without having unsightly joinings or cracks to be filled or covered.

The center panel, posts and baseboard are to be painted in some tone such as light green, silver or gold in order to add color to the window and serve as a contrast for the white snow and wreaths of holly.

These wreaths of holly on the center panel can be painted on the background or, better still, can be made of artificial holly in either green or white.

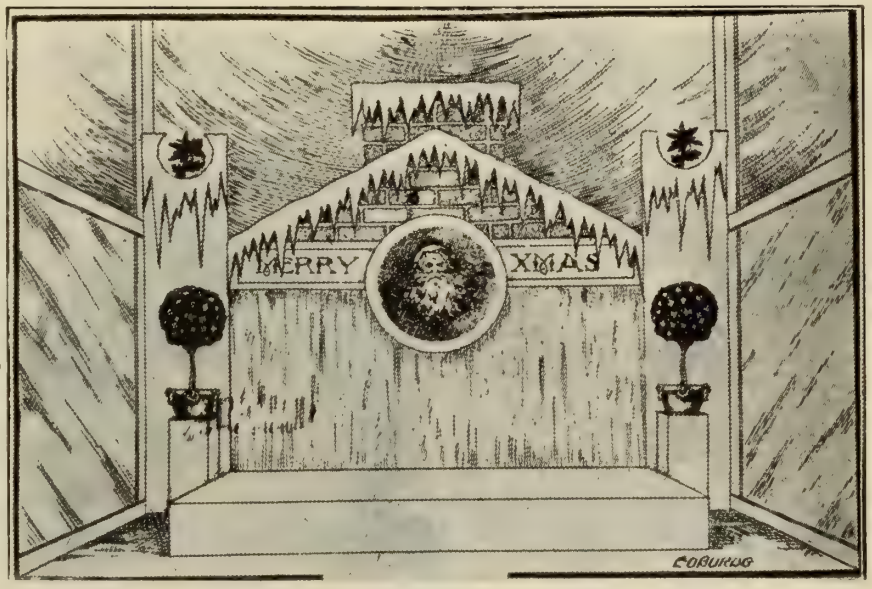
The icicles may be made in various ways. One of the simplest is to cut them out of white felt and then cover them over with crushed mica.

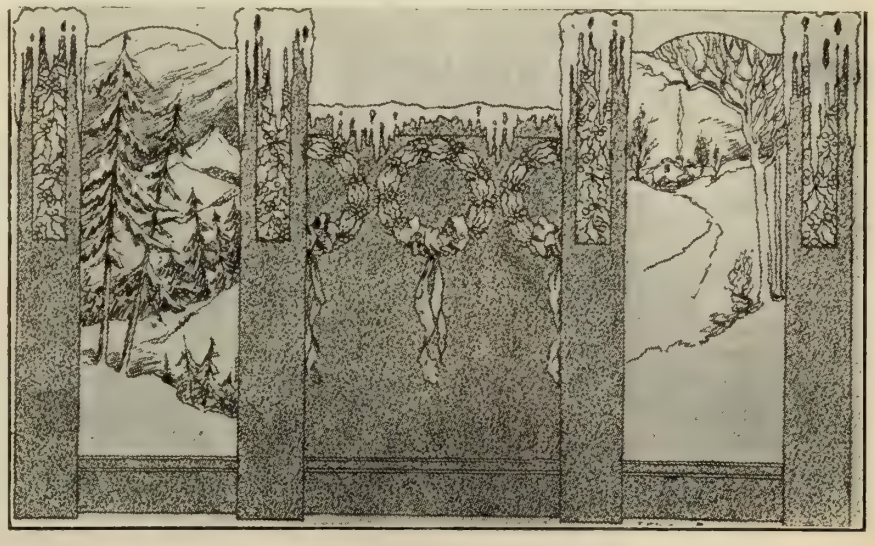
Another idea that can be adapted or modified according to the store, community and nature of the trade, is represented by the gable end of a house and chimney, as shown in another of these illustrations. This may be made of light lumber or compo board, and then covered with a red crepe paper in brick effect. Brick paper of this kind can be obtained at almost any drug or stationery store. You should have it in stock.

Just below the brick is a plain white border made from a board about ten inches wide. This should be treated in the same manner as the pilasters. The lettering, "Merry Xmas," can be put on in red paint or can be cut from red cardboard and mounted on the border as is shown.

In the center of the border is a medallion or cut-out piece. This is cut from compo or wall board and painted white. Before the paint becomes dry, sprinkle diamond dust over it and blend in a little coloring of pale green. In the center of this cut-out, mount a Santa Claus false face.

The center of the window is filled with a curtain made of any white material hanging in loose folds from the border.





Fifteen-Dollar Papeteries For Christmas; Quebec Dealer Sees No Need For Worry

J. P. GOSSELIN, 283 St. Joseph St., Quebec City, has, perhaps, the most solid French trade of any bookseller in the city as the locality in which Mr. Gosselin is situated is about ninety-five per cent. French. To meet this condition it is necessary, of course, to carry books printed in French and this Mr. Gosselin does in fine style. One look at his store makes it plain that he has a wonderful variety. There are at all times over ten thousand books in stock in this store.

It is almost a necessity, declares Mr. Gosselin, to import all books in the French language direct from France as the price on books printed here in Canada is too expensive. The cheapest French book which can be bought in Canada is sold for seventy-five cents and while there are a number of these sold this is not the book that is most in demand.

The book most in demand in this store is the light fiction with paper covers, at from twenty-five to fifty-cents. The books carried in stock retail from ten cents to six dollars.

There are a certain class who want the better class of books and are always watching for the newest books on the market but this class are in the minority in Mr. Gosselin's district.

"Ten years ago if you tried to sell papeteries of fifty cents," said this dealer, "you had a hard task on your hands but now there is a demand for the better lines and it is easier to sell a dollar-and-a-half to two-dollar line than it was the 'fifty-center' in the past. There is a good sale of this better class paper now. People are getting more educated to the better lines of papeteries and very few want to mail a letter unless the paper is of a good quality."

For the Christmas trade there is a very extensive line in stock at prices ranging from fifteen cents to fifteen dollars. Bookseller and Stationer asked Mr. Gosselin if he expected to sell the lines he had priced at fifteen dollars and he claimed that he most certainly would and wouldn't have to wait until the day before Christmas, either.

This is rather an odd condition to have in the same store, papeteries in demand at two dollars and the majority of the fiction at twenty-five to fifty cents. One of the best sales mediums for the



papeteries has been the display table used in the store. On this are displayed a large number of lines of fancy-boxed papers and many people who come in for other lines buy papeteries before going out. While this table takes up a lot of space it has proved to be an asset to the store.

Very extensive is the postcard stock and the Gosselin store has almost become known as the headquarters for postcards in the district. These are given great display through rotary racks and also large wire racks which are hung in many different places in the store. The stock carried is both of local views and fancy and seasonable cards. Many people who come in for cards stop and buy other lines before leaving.

There is a good demand for cigars and smokers' sundries, but the line does not properly fit in with the real book store, says Mr. Gosselin, and in the future it is his intention to remove this completely.

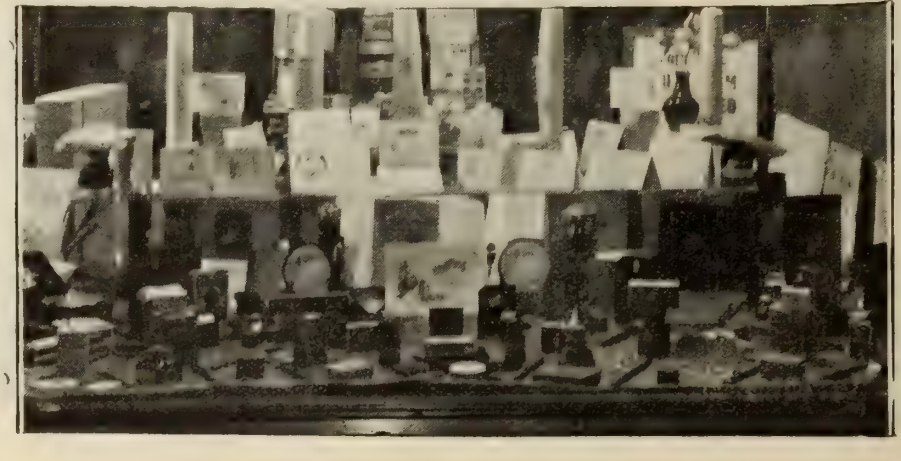
"There is not enough profit in the line and people who come in for books do not want to have to walk through a cloud of smoke," he declares.

Candy is a line that Mr. Gosselin believes fits in well with the store and which is given a good display here. The sales are entirely confined to package goods and chocolate bars.

Honor Titled Author

Her Excellency, Lady Byng, who is honorary president of the Canadian Authors' Association, was the guest of honor at a reception held in the Chateau Laurier, Ottawa, Ont. The reception was given by the Ottawa branch of the association. Lady Byng is herself an author, and two of her books, "Barriers," and "Anne of the Marshland," (McClelland and Stewart) have already had wide circulation both in Great Britain and this country. It was a happy function at which most of the members of the association in the city with their wives or escorts were present.

Lady Byng was accompanied by Lady Mary Byng, her niece; Miss Walpole and Major Willis O'Connor, D.S.O. The vice-regal party were met on arrival by J. Murray Gibbon, Dominion president of the Canadian Authors' Association; R. J. C. Stead, president of the Ottawa branch of the association, and Dr. Campbell Scott.



Here is a neat window display of writing materials put in recently by "Riley's" Roncesvalles Avenue, Toronto, Ont.

Displays of this kind at this particular time should have a strong appeal as stationery is always popular in the gift section during the Christmas season.

Cleaned Out Entire Line of Papeteries in Three Days; G. H. Lightfoot, of Stratford, Keeps Window for Kiddies

ADVERTISING for nineteen cents a box a stock of old papeteries that he had on hand in his store in Stratford, Ont., G. H. Lightfoot demonstrated in double quick order that advertising pays.

"I wanted to clean out all I had of this line," Mr. Lightfoot told the editor of "Bookseller and Stationer," so I inserted a little advertisement. Did it take? Well, I got rid of everything I had in less than three days. I cleaned out about a hundred boxes and for days after they were gone people kept ringing up the store and asking about them."

Mr. Lightfoot believes that too much attention cannot be paid to the youngsters and this is one reason why he keeps in at all times a toy window for the kiddies.

"It has always been my belief," said Mr. Lightfoot, "that children are a man's biggest advertisement. They are easily enthused and they are great talkers. They tell others. When one says: 'I saw such and such a thing in Lightfgoot's it means that buying will follow."

This Stratford dealer has no sympathy with the idea of closing the toy department after Christmas, or, in fact, at any time.

"If we closed," he explained, "our trade would go to the drygoods stores and others."

A big turnover in newspapers and magazines is enjoyed and large quantities of books are sold each week.

"I have educated the people to buy books, mainly through my advertisements and displays," added Mr. Lightfoot. "I run an advertisement every day and the people have come to look for this. I feel sure that it brings me business which would not come to me in any other way."

The illustration below will explain better, perhaps, than columns of type just how it is that G. H. Lightfoot, of Stratford, Ont., sells huge quantities of newspapers and magazines every week. This is a view of the rear section of the Lightfoot store.

Mr. Lightfoot was in the book and stationery business for twelve years in the Old Country, and on the strength of his experience on both sides of the pond he feels that the circulating library is something that is not to be lightly put aside.

At the end of his first three months in business in Stratford, Mr. Lightfoot found himself wth a big supply of reprints on hand. Thinking that a lending library might go, he stuck fifty of these on the shelves at once. The idea took well with the public, and at the present time Mr. Lightfoot puts into the library every new book as it is published.

Between 78 and 85 books are let out on a Saturday night and throughout the week the demand is steady. The library is also looked on by the owner as a big advertisement for the store.

Mr. Lightfoot's plans for Christmas include the playing up of quality papeteries and books, these with toys constituting, in his opinion, an unbeatable trio for the bookseller and stationer at this time.

Just through attention to business, service to the public and hard work, this Stratford dealer has tripled his business—and then some—in the past few years.



Hamilton Firm Looks To Future

Cloke & Son Saw That Corner Stone of Their Business Was "Well and Truly Laid" When, During Children's Book Week, They Had Every Juvenile Visitor Put Name, Address and Date of Birthday in Register

ALTHOUGH Children's Book Week was quite generally observed by booksellers throughout Canada it is doubtful if any individual bookshop put more energy and preparation into this special week and carried it through to a more successful conclusion than Cloke and Son, King St., Hamilton, Ont.

Merchandising ideas have never been lacking in the Cloke store and the manner in which proprietor and staff "put on" this special week from November 12 to November 19 clearly shows that they are quick to appreciate real merchandising opportunities and equally as quick to carry them through to a very profitable conclusion.

When Mr. Cloke was first informed of the plans of Canadian publishers to stage a Children's Book Week he immediately got in touch with the special executive committee in charge of the campaign and asked for every piece of advertising material available to help make the week a success, at least as far as his store was concerned.

Planned Well in Advance

With the Jessie Wilcox Smith poster, the window streamers and mailing cards which he received from this source, this firm immediately began to elaborate on plans suggested by the committee and with plenty of time to spare had a well-mapped out campaign ready for the firing of the opening gun on Nov. 12.

The first step accomplished was the compilation of a select list of one thousand names from the Hamilton 'phone book. This list was typed by an assistant after Fred Cloke, himself, had checked with red pencil these thousand names of particularly desirable customers, both regular and prospective.

At the same time another thousand names were checked with blue pencil, these names to make up a list of the "next best" prospects for this store's custom.

To the preferred list, a very attractive announcement card was mailed several days before the opening gun was fired. The announcement was in the form of a printed greeting card with red bevelled edges, a very distinctive type face being used for the printing. The announcement invited parents to visit the Cloke store during Children's Book Week and went on to say that the entire second floor had been transformed into a Children's Book World. All the kiddies were cordially invited and the parents with them.

Special Arch Drew Crowds

The mailing card supplied by the Children's Book Week committee was utilized as a mailing piece to send to the other list of one thousand names. The text matter on this card was of similar import to the more elaborate card. This was sent out at the same time as the other and was timed to reach the parents of the kiddies just before the Children's Book World was to have its grand opening.

To attract the attention of the passer-by to the Children's Book World both windows were devoted to Children's Books and a special arch was prepared by a firm of Hamilton artists to fit in the front entrance of the store.

Suffice it to say that these windows and the unusual appearance of the whole front of the store caused many a passer-by to stop just to see what was going on at Cloke's.

At different times of the day when a representative of Bookseller and Stationer passed the Cloke store there were scores of youngsters and adults looking interestedly in at the windows and gazing through the arch to see what could be seen of the Children's Book World inside.

On entering the store everything appeared quite as usual with the exception of a big sign near the back of the store bearing the welcome to the Children's Book World and telling the kiddies to "hop into the elevator" and ride to the second floor where the big display was awaiting them.

Keen Interest in Contest

This riding up to the second floor had been announced in the special invitation cards and also in the first newspaper announcement on the event which appeared in the Saturday papers. This was, however, more than an announcement as the offer of prizes for the best essays had the added effect of bringing the kiddies to the store for the purpose of entering the contest even though they might not be purchasers.

On reaching the second floor the kiddies stepped out of the elevator into the most elaborate display of Children's Books that the Cloke store has ever attempted. Ordinarily, only one third of this floor is devoted to juveniles but for the big week the wallpaper department, which ordinarily comprises the other two thirds of the space, was completely crowded into the background to make room for tables of the kiddies' favorite story books and booths for displaying Bubble Books, special series of popular juveniles, toy books, animal books and every conceivable kind of book that interests the children.

Gave Souvenirs to All

Mr. Cloke had no over-optimistic idea when he planned this display, that every parent bringing children to his Book World would go away with an armful of books. However, he was prepared to get some good out of every visit whether the parent bought books or not.

To those children whose parents did make a purchase he gave a souvenir flag on a small bamboo cane.

These "Children's Book Week" flags when carried through the streets by their proud owners, did a great deal to interest other children in the big event.

To those who did not make purchases he gave a beautifully lithographed card, not an expensive one, but sufficiently so to make a very good impression on the little members of what Mr. Cloke would call "tomorrow's big customers."

Nor did the management allow the kiddies to get away without leaving some information whereby the store could remember them and send special invitations on events of a similar nature in the future.

Near the elevator were placed a small table and chair with a register in which all kiddies, who were old enough to write, were asked to put their name and

Put In Word For Christmas Cards

B'otters, gorgeously done up with holly and lavender ribbon, attractive invitations, souvenir pennants and a number of other knick-knacks in which children take delight were used by Cloke and Son of Hamilton, Ont., to call attention to their children's Book Week displays.

It might be noted here, too, that Christmas was not forgotten while juvenile literature was being boosted. On the blotter appeared the reminder:

CHRISTMAS DISPLAYS
Our Complete Display of
CHRISTMAS CARDS
On the Ground Floor and the
"CHILDREN'S BOOK WORLD"

On the second floor are worthy of your inspection and patronage. Our early preparation of these departments should add to the comfort of the Christmas Shopping Season.

Another instructive piece of literature was that containing a drawing of the book case hung by Thomas Bailey Aldrich over his bed at the old house in Portsmouth. It was explained that Mrs. Aldrich had followed the publication of the drawing (together with instructions how to make it) because of her interest in Children's Book Week.

"Ask your librarian or your bookseller for a list of books for your book case" advised Cloke and Son, after pointing out that the design would make an attractive book case for a boy's or a girl's room or even for father's or mother's.

address and birthday date. This list of names Mr. Cloke proposes to cultivate intensively. To the parents of the children a few days before each birthday, he will send a card reminding them that their boy or girl will be such and such an age on a certain date and calling attention to the fact that Cloke's Bookstore has many little gifts, including childrens' books, which would make a much-appreciated birthday present.

A Real "Beginning" Made

Judging from the attendance, the Cloke store made the event a very profitable start toward bigger things in special weeks in the future.

Altogether, Mr. Cloke spent some hundreds of dollars in newspaper advertising, announcement cards, special displays and souvenirs, etc. He claims the money has been well spent.

Newspapers are not used regularly by the Cloke store but on occasions like this good-sized displays are used.

Mr. Cloke is that kind of a merchant who gauges the success of an event of this kind not only by the profits rung up during the week itself, but also by the new friends made and the valuable amount of goodwill which such an event must develop.

Cloke's Bookstore has always been well to the fore with Children's Books. In future it should be remembered as a sort of kiddies' paradise, at least for those who love books.

Certainly the Cloke organization made the best of Children's Book Week. In future even more elaborate plans will be developed.

This year, as Mr. Cloke says, was "only a beginning."

INGENUITY SHOWN IN TOY SELLING

Continued from page 26)

year. In spite of the general prejudice against goods of German manufacture, local dealers in toys have stocked up almost exclusively with these dolls, which, they declare to be more life-like and better finished than in pre-war days.

"Splash-Me" Doll Passing

"You may not like the Germans, but you must admit that they make better dolls than manufacturers in any other country," said one manager. "It is the home-labor which permits them to put out such good workmanship for so little money." Other German novelties are cleverly-made concrete animals which are practically indestructible.

The popularity of the "splash-me" dolls is now on the wane. The exotic creatures were never very kindly received by little girls and the grown-ups who renewed lost youth in carrying them around have now abandoned this fad as they did that of the teddy-bear some years ago.

English steam-engines, run by real steam, are greatly coveted by the majority of the small boys who hover round the show-cases. Stationary engines of various designs have also been shipped here in considerable quantities and range in price up to forty dollars.

Valuable Books Presented As Prizes For Essay Contest In Hamilton Shop

A BY-NO-MEANS-UNIMPORTANT feature of Children's Book Week in Cloke's Book Store, Hamilton, Ont., during the past month was the essay contest which Mr. Cloke termed "an event of the greatest importance to parents as well as children."

It was pointed out in big advertisements that Children's Book Week was not a local event but a nation-wide movement for the promotion of better books for children in the home. It was also made plain that al. previous efforts in accumulating a display of the most beautiful books published in the world to-day has been outdone.

"Have a care for your Children's Library" admonished the dealers. And to parents went out the message: "What sort of books are your children reading?" This was followed up with the assurance that the Cloke exhibition would be a wonderful help to parents in making selections of right reading from the finest children's literature on the market.

Referring to their specially-staged Book World as a "realm of enchantment for the child" this enterprising firm announced that here would be found "books that are not only gems of art but books that are definitely helpful, formative, instructive and inspiring."

The rules for the Essay Contest are given hereunder:

1—Essay to embrace as many as possible of the titles of books to be found in Cloke's "Children's Book World," on second floor.

2—Children who have not passed entrance examination are eligible.

5—Essay of not more than 500 words.

4—Name and address of writer must be clearly written at top of first page of essay.

5—The essay must be written in ink, and on one side of sheet only.

6—All essays must be deposited at Cloke's before Saturday, November 19, at 9 p.m.

7—The winners will be announced through the papers the following week.

8—Prizes of books will be given, and are on exhibition at 16 King Street West.

Emphatic in her refutation of the theory held in some quarters that the story of Pearlie Watson as unfolded in "Purple Springs" was analogous to her own, was vivacious Mrs. Nellie McClung, in addressing close on a thousand people in the auditorium of the Robert Simpson Store in connection with Canadian Authors' Week. Twice the auditorium was filled, Mrs. McClung generously giving two addresses in order that as many as possible might hear her. There were still a hundred people who were forced to leave disappointed.

Announcing the opening of the

"CHILDRENS' BOOKWORLD"

A nation-wide Childrens' Book Week is being held from Nov. 12th, to Nov. 19th. Cloke and Son have completed a wonderful display on their second floor. They invite you to come with the children and inspect the many new books and the delightful editions of the old favorites during this week.

To call attention to their displays of children's books, Cloke and Son, of Hamilton, Ont., sent out to a preferred list of prospective customers a "classy" card, of which the above is a fair reproduction.

"Best Trade Journal Of The Time"

"Leads Them All"

"Valuable Asset"

Retailers in all parts of the country find in "Bookseller and Stationer" a business publication not to be beaten.

A number of excellent suggestions for the improvement of Bookseller and Stationer have been offered by leaders in the book and stationery trade throughout Canada and these will be put into effect as early in the new year as possible. The editor appreciates all suggestions that may be offered and dealers everywhere are urged to look upon this announcement as a standing invitation for them to "take up their pens" and send in their views on all questions interesting the trade.

Manitoba

Russel, Lang and Co., Ltd., (Lisgar L. Lang, President), Winnipeg—"We subscribe for the American 'Publishers' Weekly,' the English 'Publishers' Circular,' 'Book Post' and other trade papers—all good and necessary—but none of them more useful to us than our own Canadian 'Bookseller and Stationer.' We have noted with much interest the great improvement that has been made during the past few months and we trust there is no firm in Canada handling books and stationery that is not a subscriber. We wish Bookseller and Stationer continued success."

Charles C. Parker, Manitou—"I certainly think Bookseller and Stationer has improved a great deal during the past year. We are very much pleased with the way you have been boosting our own Canadian authors and hope you keep up the good work."

Editor's Note—Mr. Parker is the wide-awake gentleman whose fame has spread throughout the country during the past few weeks as the originator of "Canadian Books in Canadian Homes"—the prize-winning slogan in the Canadian Authors Book Week competition.

Alberta

A. H. Esch, (A. H. Esch and Co.), Edmonton—"I can assure you that at all times Bookseller and Stationer is essential to any retail stationer. From it many points of valuable assistance may be garnered. The manager of my book department reads every word from cover to cover."

J. D. Hutton, White Avenue, Edmonton, S.—"I am very pleased with Bookseller and Stationer. I can say candidly that you have brought before the trade a much-needed and appreciated journal for interchanging ideas which helps the individual merchant in his endeavors to keen up-to-date with new improvements, progressive methods of conducting business and keeping the manufacturer and retailer in touch with each other. This always stimulates business for all concerned. I wish you every success in the good work. 'B. S.' is a splendid publication for stationers."

Lennox Tice, Westlock—"Bookseller and Stationer keeps me in touch with trade affairs. A feature that appeals to me is that dealing with plans for increasing sales and profits."

University Book Store (C. W. Hosford, Manager), Edmonton—"I believe Bookseller and Stationer to be the best paper of its kind on sale."

F. E. Osborne, Eighth Avenue, W. Calgary—"When you wrote asking for suggestions on how to improve your magazine I sent it to the desk of my Front Store Manager with the following query: "I have not seen any copies lately. Have you anything to suggest?" The reply came back: "No. Better than of old." Personally, I congratulate you on the improvement which this answer implies."

Nova Scotia

Glube Brothers, Halifax—"Bookseller and Stationer is showing an improvement and we find it very interesting both in contents matter and advertisements. We are pleased to say that your paper is a valuable assistance to us in our business."

Edgar J. Vickery, Yarmouth—"Our opinion is that Bookseller and Stationer is the best trade journal of its kind that we have seen. We take a great many trade journals—English, American and Canadian—but we value Bookseller and Stationer as much as all the others put together. Our taking it for so many years speaks for itself. It has improved greatly and, of course, as the sky is the limit, can continue."

F. W. Mosher, "The Book Room," Halifax—"We look upon Bookseller and Stationer as a necessity in our business. We consider it quite up-to-date and alive to every new feature that develops from time to time in the book business."

Quebec

Ernest Mountford, Montreal—"Bookseller and Stationer is very good and a help to us who do not get in daily touch with Booksellers' Row, Toronto."

McFarlane, Son and Hodgson, Montreal—"We always read Bookseller and Stationer and find it interesting in every respect. It should be of much direct value to the retailer."

E. F. Houle, Cookshire,—"I find Bookseller and Stationer very much improved and very interesting, especially the advertisements pertaining to new books. I cannot see how you can improve with all the new features which you have just added."

J. E. Mercier, Riviere Du Loup—"Bookseller and Stationer is O. K. in every respect—editorials of the best and advertising pages well displayed. The class of your advertising patrons is proof that the magazine is appreciated. We have found, through the medium of your columns, the best of business relations. We wish you the very best success."

Saskatchewan

J. H. Hunter, Melfort—"I read and am greatly interested in Bookseller and Stationer."

Regina Book Store, Regina—"An interesting publication. We read it every month."

Canada Drug and Book Company, Regina—"We like Bookseller and Stationer very much. We have always found it interesting."

British Columbia

Hudson's Bay Company, Vancouver—(G. Sewell, Manager Stationer Department, Retail)—"I find the editorial and advertising sections in your magazine very interesting. Such items as 'Alphabetical List of Fiction for Fall,' as published in the September issue, are very useful. It is difficult to make any definite suggestion for improvement as the country is so large and the magazine circulates in so many quarters."

Canada Drug and Book Company, Nelson—(Fred J. Boles, Manager)—We are greatly pleased with Bookseller and Stationer. We certainly notice a decided change which, we must say, is for the better. The trouble with a lot of us is that we do not read our journals carefully enough. We consider your magazine, though, the best trade journal of the time. We wish you every success."

A. Bedford, Salmon Arm—"I have been taking your magazine for about ten years and I find it especially helpful in selecting good selling copyrights for the Christmas trade. I have been pleased to note Bookseller and Stationer's improved service to the trade, particularly its smart appearance."

Pineo Brothers, Alberta—"We find Bookseller and Stationer informing and interesting."

R. W. Douglas, Carnegie Library, Vancouver—"We find the Bookseller a very useful journal and I notice the tendency towards improvement."

Charles F. Nelson, New Denver—"If I were to tell you truly how well I like your paper I fear you would not withstand the shock. It is the only trade journal I read. The others are looked at but we read Bookseller and Stationer and we all like each department better than the other so—what more can we say?—Keep up the good work."

New Brunswick

E. G. Nelson Company (J. Edmond Secord, Proprietor), St. John—"I have always been a reader of Bookseller and Stationer and I like it very much, indeed."

W. K. Chancey, Grand Falls—"I consider Bookseller and Stationer a most creditable production and I look upon its contents and sales promoting ideas as being of great assistance to those engaged in the book and stationery business."

The Livest Trade Journal in Whole English Language

Alexander Rankin, Vernon, B. C. "In my humble opinion, the Maclean Publishing Company is publishing the most up-to-date trade paper printed in the English language. For up-to-the-minute news, trade announcements, improved methods and window-trimming helps you are far ahead of the English journals.

"I served my time in England and I had to learn it to the tune of many a knock. Your paper, to a very large extent, takes the place of the apprenticeship.

"For the young man or woman entering the retail stationery or allied trades Bookseller and Stationer is the best educator I know of. The modern idea is to start at the top first as there is nothing to learn. When you ask the average assistant for an 8mo. writing tablet he looks bewildered.

"Your paper is doing valuable work for the retail clerks. I have spent many an hour reading your journal and I feel that I have profited much.

"Bookseller and Stationer is following the old axiom—He who would know must learn. I trust that Bookseller and Stationer will have many more years of usefulness."

Fred H. Stevens, Hartland—"Bookseller and Stationer should be read by every retailer. I have not been in the retail stationery business for some time but I read Bookseller and Stationer continuously year after year because of its interest in a general way."

Chapman and Morrell, Grand Falls—"We consider Bookseller and Stationer ahead of anything of its kind that we have seen. Our only criticism is expressed in the hope that you will confine the advertising to made-in-Canada goods. Do this and you will have a perfect magazine."

R. R. Colpitts and Son, Moncton—"Bookseller and Stationer is a great help in our business. Our whole staff reads it religiously."

Newfoundland

Newfoundland Sales Company (W. B. Williams. Managing Director), St. John's—"I have always found that Bookseller and Stationer makes interesting reading, especially for booksellers."

Ontario

Eugene Serre, Ottawa—"I have been unable to keep any copies of your magazine for the past three months; they disappear from my desk when they reach us. Many, evidently, are finding Bookseller and Stationer interesting—otherwise, I should have no difficuty in keeping my copies."

Cloke and Son, Hamilton—"We must add our congratulations to the others you have received. Your magazine has been more interesting of late months than it used to be."

G. E. Copeland, Windsor—"We would miss Bookseller and Stationer very much. We find it a great help in keeping in touch with the publishers of books."

P. C. Trebilcock, Bowmanville—"I have no suggestions to make that might improve Bookseller and Stationer. I find it interesting, useful and helpful."

Charles J. Campbell, (W. J. Gage and Co., Ltd.), Toronto—"The writer thinks that your publication has been steadily improving during the last year or two and is of more value in interest to subscribers both as regards the editorial and other matter and also the advertising. Wishing you continued success—."

C. L. Nelles, Guelph—"An excellent trade paper from every standpoint. The advertising is read each month and orders placed for new books and other lines whenever new things are mentioned."

G. H. Lightfoot, Stratford—"I think Bookseller and Stationer is better than ever."

The Charles Chapman Co., London—"Bookseller and Stationer is a very readable and well got-up periodical. It should be of great interest to any live bookseller."

D. E. Henderson, Almonte—"I have always found Bookseller and Stationer very interesting and a great many articles have interested me and given me good suggestions for conducting and improving my business."

J. Edgar Rutledge, Fort William—"I appreciate Bookseller and Stationer very much and I find a great deal of splendid information in this publication from month to month. I should regret it very much, indeed, if anything should cause a backward step in this splendid trade paper as it is one of the most important assets or Bureaux of Information that the stationer can get. Bookseller and Stationer covers the field thoroughly."

No Limit, Says J. L. Connolly, Halifax, To What May be Charged For Stationery

THE demands of customers in the stationery store to-day are very different to those of the customers of a few years ago, declares J. L. Connolly, stationer of Halifax, N.S. The Connolly store has been operating there for the past fifty years and is now one of the leading stores of its kind in Halifax. The store was originally operated by Mr. Connolly's father.

During the war, says Mr. Connolly, people became very extravagant and got a taste of the better things in the various lines; now they are finding it very hard to give up these things.

Good stationery is one of the things they will not give up claims Mr. Connolly. There are no papeteries in this store that sell for less than forty cents a box and others are selling for as high as fifteen dollars.

A few years ago the limit was fifty cents but now, according to this dealer, there does not seem to be any limit to what people will pay to get good stationery.

Recently an attractive window display of papeteries at three dollars and seventy-five cents a box was shown and inside of a week over one half of the entire stock was sold. The windows in this store for the selling of the papeteries are unbeatable. The electric light bill in the Connolly store is very high and when it is sent in each month there are many things said that would not look good in print but there is never any effort made to lessen the bill.

"The money spent on the lighting in this store is well spent," declared Mr. Connolly to Bookseller and Stationer.

Die Stamping A Specialty

One of the things that the Connolly store is known throughout all the maritime provinces for is die stamping and copper plate work. These lines have been made a specialty and advertisements are carried in papers in the three maritime provinces asking people to send in for samples and prices of the work done. As in the cases of buyers of stationery, the demands have changed in the last few years. Formerly the people were satisfied with the ordinary script type printing on their cards but now they know the difference and demand the better work. Exclusive designs are made up for customers and this has had a big effect in the building up of this department. The fact of being different appeals to nearly all. This class of work is used in the making up of private calling and greeting cards and is growing steadily.

Successful Lending Library

There are several stores in Halifax that have libraries in connection with their other lines but the Connolly store is considered to have, perhaps, the largest number of readers and the largest selection of books of all; and this is in face of the fact that the average rate for loaning is two cents per day, while in the Connolly store it is three cents per day.

There are over four thousand books in the library at all times and as soon as a new book comes out it, too, finds its way to the library immediately. When it is a good book and by a well-known writer there are several copies of the book put on the shelves.

Asked by the representative of Bookseller and Stationer if this did not hurt the sale of the new books, Mr. Connolly lost no time in making it clear that if it affected the sales any it was in that it helped to boost them.

There are many people who borrow a book from the library and after reading it decide that they would like to have a copy of the book for themselves or to give to a friend. They then come in and purchase. This is a sale that quite likely might not have been made except in this manner.

The department is in charge of two ladies who have no other work to do and so are in a position to keep the work up to date all the time.

When a person borrows a book they must leave a deposit of one dollar for each book and all books are supposed to be returned inside of two weeks; if for any reason they are not, a card is sent, drawing their attention to the regulations and in most cases the books are immediately returned.

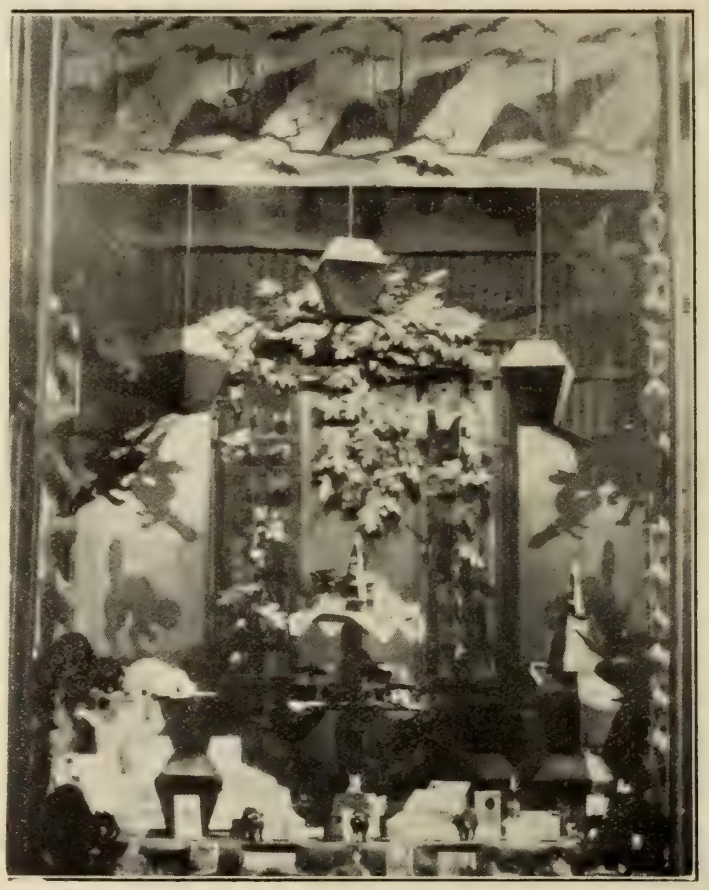
All book reviews are read to get an idea of the trend of the story and where the plot is laid but care is taken in giving an outline of the story not to say too much as this tends to hurt the interest in the book.

The lady who is in charge of this department has been with Mr. Connolly for several years and has in that time seen the tastes of the people change considerably. But the change is not a sign of illiteracy as a good novel, which is the most sought for book to-day, is good for the mind as people get the views of all types through them.

How Books are Displayed

"Business people to-day have not the time for heavy matter; they want something that is light and will relieve their thoughts from the cares of business," claims this lady.

The sales of reprints and



With some branches and a little silver and tinsel a strong Christmas display with an effect something like this can be produced. This was a Hallowe'en window put in by J. L. Connolly of Halifax, the colors used being orange and black. Amber-colored lights produced a striking effect.

new books in this store are also among the largest in the city and are attractively displayed. A centre display stand has been built in the middle of the store and is a great help in the showing and selling of books. The stand is built so that books can be shown from both sides at once; this saves a lot of floor space. Only lines that turn over quickly are carried in this store as every available bit of display space is used at the present time and lines that are not ready sellers would be taking up valuable space that might be better used for something else.

There has been a particularly good sale of the newer fiction this year and also in juvenile books.

Mr. Connolly, who represents the city of Halifax in the Nova Scotia legislature, has been carrying on this business on Barrington St. for fifteen years.

Handling Christmas Stationery

Mr. Connolly's preference to the handling of expensive stationery brings up the question of displays at Christmas of this class of goods. Harry W. Shropshire, of Bridgeport, Conn., dealing with this question, says:

"In handling fine stationery, the worst thing we have to contend with is to display it satisfactorily, it being of delicate colors and easily soiled by handling. We have found that the best way is to display a sample line, keep back your stock, and fill in as sold.

"I had a customer tell me last year, a few days before Christmas, that our store was the only place in town where she could find clean, fresh stationery, and we accomplish this by displaying only a small portion if it at a time.

"Now, do not misunderstand me in my display argument, because this only applies to the finer goods. The special or cheaper goods move too fast to become soiled from handling. It is not necessary to display stationery, however, as early in the season as other lines, as you will find the shoppers fill in toward the end of their shopping days with stationery.

Post Christmas Programme

"Immediately after Christmas, or near the first of the year, we begin to prepare for our next year's business in regard to fine stationery. We watch the market very closely and try to secure the best items that we can find in the way of two quire boxes (one quire each of cards and paper) with our own trade mark and design, something to retail for around a dollar, and when we find one to our liking we generally place an order for from two or three thousand boxes and make it a feature. We have always been successful with this special."

MORE IN NEXT ISSUE

How Mr. Connolly of Halifax attracts evening trade will be outlined in the January issue.

Children's Gift Books That Allure

IT WAS a reassuring tale that was told by Miss Lillian Smith, Children's Librarian at the Toronto Public Library, at the private view of the annual Christmas exhibit of children's books which is now open to the public in the J. Ross Robertson Historical Room in the Reference Library.

The patrons of the children's library, comprising young folk up to the age of sixteen, number Dickens among their favorite authors, the somewhat sombre "Tale of Two Cities," being one of those most in request. Pickwick, too, is very popular.

On the display tables in the Historical Rooms are books calculated to appeal to children of all types and ages, and the color illustrations are unusually handsome. There is a very fine illustrated edition of Jane Porter's "Scottish Chiefs," with a very fine frontispiece in color, of Stirling Castle.

No less than seven different editions of "Treasure Island" are to be found and there are several of "Kidnapped." Both books, of course, are still prime favorites, especially with the boys.

Can Canada be excelled in her nature stories? With such a wonderful field to draw from, surely not. A table of Canadian books is very timely in view of the coming "Canadian Authors' Week." Included are such authors as Dillon Wallace, Ernest Seton Thompson, Charles G. D. Roberts, whose works by the way are coming out in an excellent uniform edition, most reasonably priced; Theodore Roberts, J. Macdonald Oxley and numerous others. Dr. Locke's, "When Canada Was New France," is, of course, included and is now in its second printing.

There are very fascinating editions of Hans Christian Andersen's fairy tales, and for the little one is a charming new Rackham book, the illustrations being very clever silhouettes which even without the reading matter tell their story vividly. Jessie Wilcox Smith is represented, and a beautifully illustrated volume is Materlinck's "Tyltil."

"The Cloister and the Hearth" is included and is a favorite, Miss Smith said, with the young folk. Don Quixote, adapted, is also in the collection, and the "Three Musketeers."



"Glover's" on Roncesvalles Avenue, Toronto, make a practice of appealing to the kiddies of the district through the window. Toys of all kinds are thrown loosely in the window, books being scattered here and there on floors or walls. Quite often displays of this kind help to sell children's books.

Good Use Made of Kiddies' Week

Booksellers in All Parts of Canada Showed Commendable Originality in Putting Forward Their Stocks of Juvenile Books—Many Took Advantage of the Opportunity to Link Special "Drive" Up With Christmas—Librarians Proved a Big Help to the Trade

THAT Children's Book Week was a big success is generally admitted. It undoubtedly did all that was expected of it. But, perhaps. the most outstanding feature of the event—apart from the interest it created in children's books—was the fact that a good many of the booksellers throughout the country used it as more or less of a connecting week with Christmas. In their displays and their advertising these dealers at all times kept an eye on the Christmas trade, reminding the public that they would be wanting Children's Books for Christmas.

In St. Catharines, Ont.

"Have your children an empty book shelf?" was the query put by Fairfield's Book store, St. Catharines, Ont. The Fairfield announcement continued: "We have made a careful selection of children's books for this special week, and invite you to come and inspect our stock. Bring the kiddies—the display will please them. The winter months are ahead of us, with those long evenings, when reading around the fireside is a special delight for everyone. Remember the children, and get them a supply of good books. 'Happy is the child that is fed on books." We have stories to suit every age. Procure them now while our stock is fresh."

Hamilton Dealers Alert

Cloke and Son of Hamilton, Ont., made a specialty of "Children's Books that are different," making it clear that parents, clergymen authors and educationists alike had freely expressed their appreciation of the Cloke efforts to secure for the little ones books that would educative, instructive, formative, helpful as well as entertaining and beautiful. F. R. Close, chairman of the Board of Education, W. N. C. Carlton, Acting Librarian at the public library. and Miss Canting, Children's Librarian, acted as judges in the Essay Contest.

"Bring the children in to see our interesting exhibits," was the invitation extended by Robert Duncan and Company of the same city. It was pointed out that in addition to many new books all the old favorites would be found at Duncan's.

"Books are the greatest educative force in the home," was the argument advanced by Duncan and Company, adding: "You can't have too many good books for your children."

In Kingston and Stratford

R. Uglow and Company of Kingston, Ont., in urging the public to "buy books for the little listeners," invited all to come in and see the Uglow display of Christmas books for children.

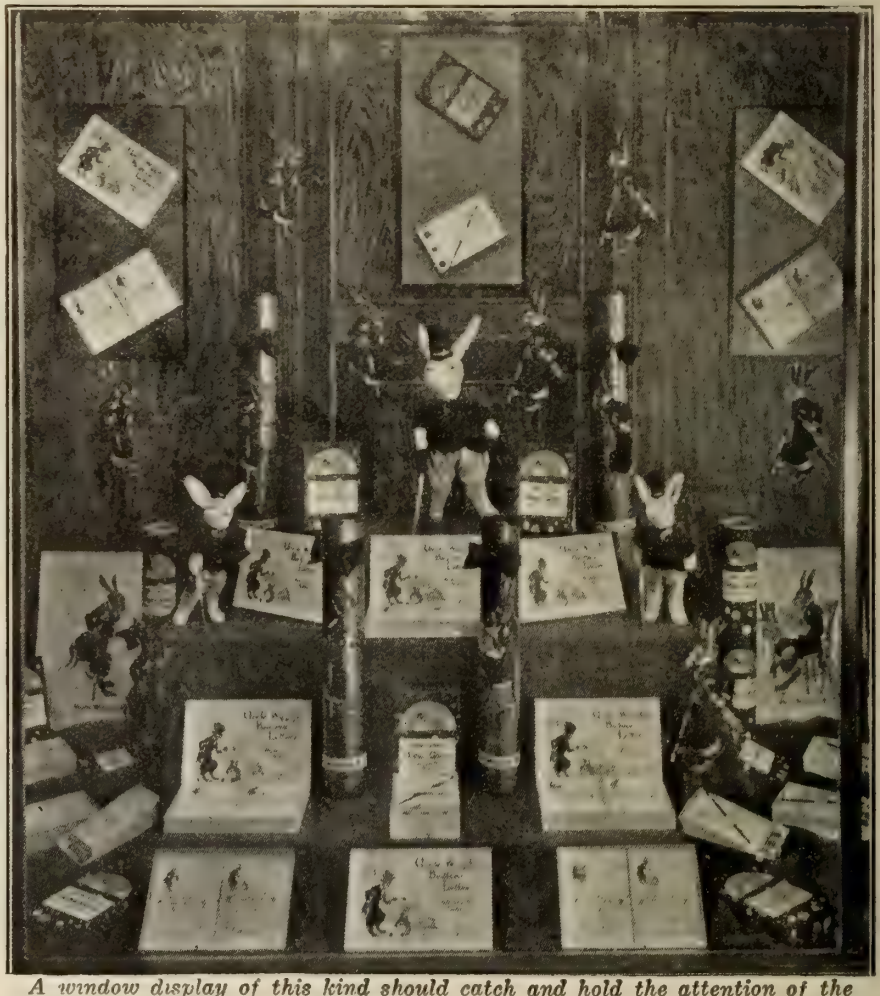
"Train your child's mind," was the message that went out from Lightfoot's Book Store in Stratford, Ont. "Teach the little folk the joy of good literature—start their training now," advised Mr. Lightfoot.

In Copeland's Book Store, Windsor, Ont., books of all kinds for children of all ages were on display, special attention being given to the books recommended by the Windsor Public Library. To every child bringing in on the first Monday of the "drive" a copy of the Copeland advertisement a picture book was presented. It was emphasized by this firm that "good books make good children; Good children make good men and women."

"Please, Daddy, bring me a book," was the slogan that appeared in big letters over the announcement made on Children's Book Week by C. L. Nelles of Guelph, Ont. Then followed this letter:

"Dear Daddy,—

"All the boys and girls say that Children's Book Week will be from Monday, Nov. 14th till Nov. 19th, and that the Mothers and Fathers of all good little kiddies are to buy new books for them to read. Now Daddy, I have been very good, and so has Sister; please go to Mr. Nelles' Bookstore and get us all you can—you know those Reddy Fox, Bobby Coon and Jimmy Skunk ones, well, I only have these three and there are a lot more, and only seventy-five cents; also Mother Goose, Wizard of Oz, and Animal Stories — and Sister likes the Bobbsey Twins, Tuck-Me-In Tales, Make-Believe Stories—Daddy's Bedtime Bird Stories—Sandman's Hour—and lots of others; but, Oh, Daddy dear, I nearly



A window display of this kind should catch and hold the attention of the children at this time. Such a display could be used to sell juvenile stationery and tots' books. The above may give the dealer an idea that he can use in his displays for Christmas.

forgot The Bubbly Books that play on the gramophone, they are lovely and I want some, so does Sister. Now please, Daddy, bring me a book, as Mr. Nelles has his store all filled up with them for Children's Book Week. Your Boy—

TOMMY."

The announcement was attractively presented, a small cut of a child's book being shown in each corner of the border of the letter.

Wax Figures In Eaton's

A particularly catchy window was that put in for the campaign by the Eaton Company of Toronto. A large double window was given over to the display of books of all kinds and in the midst of a pile on the floor were wax figures of a boy and girl, both in very realistic poses. The boy was standing up with a book under his arm while the girl was searching through the pile for the one she wanted. A card in the foreground bore the words:

Books
for
Children
of
All Ages

Snappy cards scattered strategically through a splendid display carried the message of McKenna's Book Store on Yonge Street, Toronto. One of these read:

Cultivate the Child's Mind
With Good Books

Another conveyed the information that:

An Interesting Book
Will Give Pleasure
To Any Child

A third was:

All Children
Love Books

And the fourth was as applicable to adult as juvenile:

Good Reading
Develops
The Mind

In the retail department of The Methodist Book Room on King Street, Toronto, two windows were given over to Children's Books. Down in front were A. B. C. books for the tots. Bible stories were near at hand. Then came fairy tales behind which were scout stories and then came the annuals and books of adventure for the children beginning to grow up.

It is doubtful, however, if more thought was given to the week anywhere than was the case with Mr. Boulton, in charge of the department at Simpson's. An advance in business over last year was chalked up every day of the week and on Wednesday three times the business was done in comparison with the corresponding day in 1920.

In the Simpson window was a large book case filled with Children's Books and at this case, with the door open, stood a very life-like wax figure of a little girl "Children's Gift Book's" was the wording of a large sign in the

(Continued on page 45)

Little Ones Revel In Fairy Tales; Classical Novels Are Also Popular

OF COURSE there has been no end to the making of books, and new stories for children have come out year after year, but somehow it seems that the old-time favorites that are associated with the youthful days of the present one, only grow in merit and in popularity with advancing age.

If the children of the present day do not visualize more clearly the setting and the action of Treasure Island or Scottish Chiefs, The Last of the Mohicans and Robin Hood, through the illustrations which adorn many of the newest editions, then the labor of N. C. Weyth, Arthur Rackman, and others equally notable, has been in vain.

Pointers for Christmas

The annual exhibition of books which boys and girls, large and small, should read, which the Children's department of the College Street library in Toronto, arranges for the assistance of parents when the Christmas gift-giving season is approaching, is now open.

A Visit is an Experience

For instance, to meet Miss Rose Fyleman, an English writer of the most whimsical little fairy lyrics, and to find that she met a real live fairy on Oxford Street, when she was riding on the top of a motor bus was quite worth while in itself. And as for "Johnny Crow's Garden," it is the happiest spot imaginable, and peopled with the strangest birds and beasts. It is really intended for young children, but there is no distinct age limit set down. This book is the work of Leslie Brook and is chiefly pictures, although the story in ryhme in which "lion" rhymes with "tie on" is genuinely original. It is the verdict of the chief of the children's department that this book appeals to the childish sense of humour, which is always so genuine, almost more than any other. It is in a fairly cheap edition too.

Books From Old Country

Then there are in cheap editions a Nursery Rhyme book done by Leslie Brooke as well, and a Mother Goose with Kate Greenaway illustrations, and other well-known stories with illustrations by Crane Caldicott, Beatrice Porter, and others. The illustrations are considered almost more important than the tale itself for the small children, and it is therefore so very important that the line and coloring should be the best.

From the British presses are coming books that were held up during the war. Hans Andersen is now obtainable in separate tales, with pictures by Edmund Dulac. Also the never-grow-old "Jack in the Beanstalk," "Jack the Giant Killer," and all the others are published in a cheap form but with illustrations well drawn and well colored.

One table contains the new books of Canadian authors for young people. The Victorious Banner by Dr. Alex. R. Gordon is among these, as is the latest book by Alan Sullivan, and Mrs. Sheard's book of fairy tales.

For The More Advanced

But it is the new editions of the books for more advanced youthful readers that appeal so specially. These books carry double page illustrations in color, inside front and back pages, end pieces as they are called, and a long line of books standing open down the table made a frieze of "Scottish Chiefs," "Kidnapped," "Westward Ho," "A Tale of Two Cities," and many others. When surprise was expressed that the "Tale of Two Cities" was among the special favorites the librarian put it with Dumas' books among the most read. "We circulate more of Dickens than the adult librarians," she added. The "Blue Fairy Book" by Andrew Lang is the favorite book of the sort. "The Children's Shakespeare" by Alice Spencer Hoffman is also most popular.

An interesting example of the children's books of France is seen in L'Alsace Heureuse by Hansi. The quaint illustrations, so different from the English ones, contain a special meaning to the children who pore over them.

Some Splendid Posters

The book exhibit is embellished with posters of which the Children's department are rightfully proud. "What Good Books Do," "Real Life Stories," "How to Select Books," "What-and-How-to-do Books" are all shown and "What Bad Books Do" is depicted on the countenances of the boy and girl who are respectively perusing "The Bloody Hand" and "Edythe's Elopment."

As a gentle reminder, a book-manners poster states:

"If you scribble on your books
How disgustable it looks.
Take a paper or a slate
If you want to decorate."

Ingersoll Man's Policy

"Books for gifts" is the slogan being spread broadcast this year by E. J. Coles Company of Ingersoll, Ont. In addressing the public, Mr. Coles says:

"Each year a book is one of the most welcome of presents. Indications point to more books than ever before being given at Christmas this year. We would suggest a visit to our book department soon. Come before the crowds are here and when you have great choice.

Sweet Music In "I See You've Got"

Wendall Holmes, of London, Ont., Likes Nothing Better, Unless It Is the Tinkle of the Cash Register, Than to Have People Notice His Advertisements, and, of Course, Respond to Them—Help From Schools and Libraries During Children's Book Week

WITH THE help of the school teachers and librarians of London Ont., Children's Book Week—to borrow the vernacular of the theatre—"went over big" in "The Convenient Book Store" at 190 Dundas Street, East, London, Ont. Wendall Holmes, proprietor and manager of this up-to-date book store, proved to be one of the many progressive booksellers in Canada to take advantage of Children's Book Week to bring in new business just at that season when business is at more or less of a standstill. Mr. Holmes passed up nothing which he thought might help him in marketing juvenile books.

When the "Ad" Registers

London newspapers of November 12, for instance, carried a special announcement from the Holmes store to the effect that special displays of Children's Books and popular Juvenile editions had been arranged, and tendered the invitation to the parents of the young folk of London to bring their children any time on Saturday or during the week of Nov. 13. This advertising was just a little larger than the regular space carried by London's big bookshop and the same care was put into the copy as always characterizes the particularly interesting and newsy items run from time to time by this store in the London dailies.

Mr. Holmes places particular dependence in newspaper advertising on occasions of this kind and finds that the public appreciates the news about his store conveyed in this manner. Nothing is quite as satisfactory, in Mr. Holmes' mind, as to have the public, both regular and new customers, come in with the salutation: "I see you've got such and such items," or I see you're offering a particularly good choice of this class of merchandise or some new styles in leather goods, particularly appropriate gift suggestions or, for example, a complete array of Children's Books, as was announced in this instance.

Schools and Libraries Helped

The Holmes store does not depend entirely on the newspapers for its publicity, however, constant use is made of personal direct advertising and various kinds of circularization. At the present time Mr. Holmes is endeavouring to so arrange the work of the various heads of departments that more time will be left to him for work of this kind and he hopes in the near future to train one of his assistants to put in a major part of his time on compilation and checking of mailing lists, preparations of direct mailing matter, store bulletins and so on.

Despite the fact that the Holmes' store numbers among its regular customers a good portion of the better class of trade in London, he still believes that these customers will come to his store more often and make many more purchases in the course of the year if they are kept constantly informed of the store "doings," special offerings, etc.

Getting back to the subject of Children's Book Week, Mr. Holmes solicited the co-operation of the public schools and libraries in his efforts to make the children think of books during the eight days between Nov. 12 and 19. Considerable interest in the Holmes store resulted from this co-operation on the part of the schools and libraries. Children interested in more and better Children's Books worked up by their school teachers naturally were more responsive to the other methods of publicity which had the direct appeal to make the children come to Holmes during the big "week" for their book purchases.

In "The Convenient Book Store," London, Ont., has a substantial monument to the ability of Wendall Holmes as a business man—a successful "merchandiser" with whom theory and practice are boon companions. Limited space, unfortunately, prevents going fully into Mr. Holmes' methods of conducting an up-to-the-minute book and stationery store but more will be heard of this London dealer in succeeding issues of Bookseller and Stationer. And, by the way, this might be a good time to announce that the editor will be grateful for information covering the activities and worked-out plans of Canadian dealers during Children's and Canadian Authors' Book Weeks.

Dolls Used as "Decoy"

Mr. Holmes did not overlook the opportunities afforded by his splendid window on Dundas St. to attract the attention of the kiddies and their parents. A very attractive display of Children's Books was arranged, taking up the entire window. The posters and streamers secured from the Children's Book Week Committee were used to good advantage and the books chosen for display were carefully selected from the large stock carried by this store. To attract the attention of those kiddies who, perhaps, were not particularly interested in books, a small display of dolls was arranged in the centre and near the front of the window. This display was so arranged that, to see it, meant also to see almost every book in the window. The thought which must have been given to this arrangement undoubtedly had a good deal to do with the pulling power of the whole window display.

The Holmes store interior is of the "long-drawn-out" variety, measuring some 200 feet in depth and being quite narrow in proportion. Consequently it was impossible to arrange booths of Children's Books. The only alternative was the devoting of almost the entire side of the store to juvenile titles. This undoubtedly had the effect of rivetting the attention of the young folks on this particular department. Row on row of juvenile titles, from books for the very wee tots to large heavily bound editions for the older boys and girls, special displays of toy books, novelty books and special juvenile series. All these were systematically arranged to coax the young folks into purchasing. A considerable portion of this display space is devoted all the year round to "juvenile" but for the special week the department was considerably enlarged.

Appreciates Work of Committee

Mr. Holmes has found that Childen's Book Week has created considerable interest and the impetus it has given to the sale of Children's Books at this time of the year has been quite satisfactory. This store, however, could have used a considerably larger quantity of the special streamers and posters and the fact that the committee did not supply the full number that could have been made use of, was quite regrettable. Mr. Holmes had been anxious to arrange Children's Book Week posters and streamers in all the public schools of the city and to distribute them to the children's librarians. It was only because of a lack of a sufficient quantity that this could not be accomplished.

Mr. Holmes appreciates, however, that the committee had probably been overtaxed, with the work contingent on the preparation of such a campaign as this, and he believes that greater things can be developed in future years when, possibly, a paid manager working for the committee will be able more fully to fill the requirements of the more progressive stores, which, as a rule, devote considerable energy to the development of such campaigns as Children's Book Week.

Mr. Holmes has no complaint to make to the committee. He appreciates the co-operation tendered by the publishers and has hopes of more and even bigger campaigns being launched in the future.

Rulings For Marking Stationer's Goods

Marking of Country of Origin on Imports Handled by the Bookseller and Stationer Outlined in Detail—Special Consideration for Imports Prior to October 1, 1921, Which Are Entered by Next July

A NUMBER of final rulings regarding the operation of the Marking Act, dealing with the marking of all imports with the country of origin, have been sent out from Ottawa. It is noted that a provision allowing until July for the bringing in of goods ordered abroad before the act was adopted would be a decided relief to importers.

The most important amendment made to the orignal regulations follow:

"Goods bona fide ordered prior to October 1, 1921, shall not be subject to the additional duty of 10 per cent. ad valorem to be levied on the value for duty purposes provided such goods are imported into Canada prior to July 1, 1922, but such goods will not be released from Customs' possession until they have been marked, stamped, branded or labelled with an indication of the country of origin as required by the provisions of the Act under Customs supervision at the expense of the importer."

Specific stationer's lines which must be marked according to the regulations or which might be admitted unmarked according to exemptions outlined, are listed as follows:

Books and Publications

I. "Printed in ....." or "Made in ....." will be satisfactory indications of the country of origin with respect to books or publications, which should appear on books, booklets or phamphlets on the inside or outside front or back cover, on either side of the title page or on the back page.

2. Books or publications already printed may have the required indication of the country of origin indelibly impressed thereon with a rubber stamp.

Each of the followng publications will be required to have thereon an indication of the country of origin: books, booklets, pamphlets, advertising matter, posters, circulars, folders, catalogues, post cards, fashion publications, geographical globes, maps, sheet music, calenders, calendar pads, greeting cards, pictures, photogravures, engravings, embossings.

Cameras must bear the required indication of the country of origin.

Portrait attachments must have the required indication of the country of origin on each separate box or container.

Each clock or watch must be marked in compliance with the provisions of section 17 of the regulation.

Leather Goods for Smokers

Candles must have the required indication of country of origin on each package or container. The same ruling applies to chalk, billiard chalk and crayons.

Each separate piece of china or crockeryware is required to have thereon a permanent indication of the country or origin. There are some exceptions to this ruling which do not apply to the stationer to any extent.

Each article of cutlery—knives, scissors, shears, clippers, spoons and forks will be required to have thereon the necessary indication of the country of origin.

Fishermen's supplies—lines, twines, nets and ropes—when admitted to entry free of duty, are not required to be marked.

The following articles are to be marked with required indication of the country of origin on each display card on which mounted or on each individual container or package in which packed: collar buttons, cuff buttons, rosaries, necklace clasps and good luck charms.

The following articles are to have the required indication of the country of origin on a tag or string ticket attached thereto: chains, chains for scapulars, string beads, necklaces.

Leather goods for smokers must carry the required indication of the country of origin on each article. The same applies to phonographs and musical instruments.

Marking of Office Supplies

Each of the following articles must have thereon the required indication of the country of orgin: spring paper clips, pencils, pens, fountain pens, pen holders, duplicating machines, rubber erasers, drawing instruments, drawing instrument cases.

The following articles to have the required indication of the country of origin on each separate container: steel pens, paper clips, typewriter ribbons, writing ink in bottles or jars, drawing ink in bottles and jars, rubber key tops for typewriters, rubber knob erasers for pencils, sealing wax.

The following commodities must have the required indication of the country of origin printed or stencilled on each sheet or article: printed envelopes, expanding document envelopes, printed paper for duplicating machines, letter heads, invoice blanks, bill heads, statements, photo mounts, abrasive papers, paper bags, blank books, loose leaf covers, blank refills (bound) tags.

The following commodities, when imported in rolls, to have the required indication of the country of origin on each roll: paper, building papers, abrasive paper, printing paper, tracing paper gummed issue, insulating paper, kraft paper, gummed kraft paper, wax papers for photographs.

Sporting Goods and Toiletware

Each of the following articles to have stamped, stencilled or otherwise permanently marked thereon the required indication of the country of origin: golf balls, tennis balls, fishing rods, reels for fishing rods.

Trolls and spoon bait to have the markings on each wrapper, package or container.

Each of the following articles to have thereon the required indication of the country of origin: cigarette tubes, pipes and pouches. On cigars, tobaccos and cigarettes the marking must be on each package or container.

Each of the following articles must have the required indication of the country of origin stencilled, stamped or marked thereon: ebony brushes, celluloid brushes, brushes (tooth, hair and other), celluloid toilet articles, clippers, combs, mirrors, razors, razor strops.

Each of the following articles must have the required indication of the country of origin stencilled, stamped or marked thereon: rubber balls, play balls, celluloid balls, undressed dolls, toys capable of marking, toy books, rattles, wheel toys, balloons, chess and checker boards.

Children's vehicles must each have the required indication of the country of origin stamped, stencilled or otherwise permanently marked thereon.

The following must have the required indication of the country of origin on each package or container: electros, electro plates, electro types, cuts, matrices, plates, zincs, engravings and printing ink.

JAMES GRAND DEAD

President of Big Toronto Firm Was Well-Known Figure

A link with the earliest days of commercial life in Toronto has been severed by the death, at his home, 28 Oriole road, of James Grand, President of the stationery firm of Grand & Toy, Limited.

Mr. Grand, who was born in Toronto in 1857, connected himself while a mere youth with the publishing and stationery trade, and in 1882 formed a partnership with Samuel Toy. The business conducted under the name of the two partners became an important one, and for many years Mr. Grand was a prominent figure in commercial circles of his native city.

Mr. Grand had been in failing health for some time, and his death was not unexpected by his family, all of whom survive. He married, in 1881, Elizabeth Toy, sister of his partner in business, and she, with three sons—Percy F., Ernest J., and Arthur M.—remain to mourn his loss.

Big Movement To Popularize Canadian Books Was Heartily Endorsed From Coast To Coast

The Authors' Association of Toronto stood sponsor to the unique feature staged at the store of the Robert Simpson Company, where each day during the week a well-known Canadian author gave an address in the auditorium on his or her own work.

* * * *

"I'm going to make this a Canadian Christmas," said a lady shopper as she browsed among the books by Canadian authors displayed in a Toronto store. "That is the spirit that is going to make the Canadian Book Week a success," replied the bookseller as he parcelled up her purchases

* * * *

Women have invaded, for the first time at the dinner hour, the sacred precincts of the Arts and Letters Club, of Toronto, the reason for this breaking of tradition being Mrs. Nellie McClung, who was the guest of honor at a dinner given there by the Executive of the Canadian Authors Association. Prof. Pelham Edgar presided and at his right, at the table d'honneur, was the woman M. P. P. from the West.

* * * *

The exhibit of books, by Canadian authors, which was shown at the Public Library in Owen Sound, Ont., was a credit to those under whose direction it was arranged. The books were well arranged on one of the large library tables which was tastefully decorated with cut flowers in vases. About the library were posters bearing good drawings of the most prominent authors whose books were exhibited.

* * * *

Special window displays of Canadian books was a striking feature of all the Toronto bookshops. Many gave their entire window space to the display of the works of Canadian writers.

* * * *

An address on Canadian authors by Mrs. John Garvin, and an exhibit of books for boys and girls—many of them by Canadian writers—were the two outstanding features of a meeting of the Brown Home and School Club, of Toronto, held in the kindergarten room of the school. Perhaps never in the history of the organization had a meeting been so largely attended, and the keen interest with which the audience listened to the speaker of the afternoon seemed to indicate a spirit of co-operation in the great movement of the week.

* * * *

The T. Eaton Company had one of the most representative collections of Canadian books in a classified bazaar-like display. Poetry, fiction, travel, biography, religion, boys' and girls' books—each had a canopied booth to itself, decorated with large maple-leaf shields inscribed with the names of the Canadian authors. Not only were the new books on the stalls, but a special effort had been made to provide a representative collection of Canadian literature, both past and present.

* * * *

"There is a better time coming for Canadian authors if Canadians will stand by them, especially the younger ones—let us praise and encourage the younger ones," said Miss Marshall Saunders, author of "Beautiful Joe" in a talk in the Simpson store, Toronto.

* * * *

Gratifying but frank observations on the success of the Canadian Book Week were heard at the regular meeting of the Canadian Literature Club at Sherbourne House, Toronto, at which several Canadian authors spoke. This club has been a pioneer in calling attention to the merits of Canadian literature, and the Book Week meeting was a record-breaker for attendance. President Donald G. French of "McClelland and Stewart," said that Canadian literature sufferred from too severe criticism and too generous praise.

* * * *

"All credit, therefore, to the Canadian Authors' Association for bringing him to Montreal so that literateurs who know him well by repute have had the opportunity of seeing him, hearing him, and profiting thereby," said the Montreal Gazette in a lengthy editorial on Bliss Carman.

* * * *

"The nights" said Edwin B. Cragg of Cragg's Book Store, Bridgewater, N. S., in a Canadian Book Week advertisement, "are getting longer and colder, and now is the time to look up and find out what and where to procure reading matter to while away some of the long evenings and spare time."

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Listing a few of the latest copyright books, Arnold's Book Store, Portage La Prairie, Manitoba, advised the public to "buy now, read them and then use for Christmas gifts."

* * * *

Half-diffident with the shyness of the unassuming, Dr. Bliss Carman, Canada's foremost poet, was crowned in Montreal, P. Q., with a wreath of laurel and maple by tiny maidens, who, dancing and fluttering to and fro, typified the maple leaves, whose beauty and splendor he has so often sung. J. Murray Gibbon presented the welcome of the Canadian Authors' Association.

* * * *

Canadian Book Week was specially marked in the London schools from November 19 to 26, when the attention of the pupils was drawn to the literary achievements of their countrymen and the promotion of Canadian literature was urged.

* * * *

Mrs. Evan MacDonald—L. M. Montgomery, of "Anne of Green Gables" fame—in a brief introductory talk before reading extracts from her novels and poems in "Simpson's," Toronto, spoke seriously about the aims of Book Week, and urged the Canadian public to "get behind the young writers." She was not speaking for herself, as the audience knew for the public had been "very kind" to her books, she said. But she hoped that beginners would not be up against the alternatives of "going abroad or starving."

* * * *

Bliss Carman, the Canadian poet, was the guest at a luncheon at the Ritz-Carlton, Montreal, P. Q., tendered him by the local branch of the Canadian Authors' Association, at which nearly fifty writers were present. The chair was taken by W. D. Lighthall, vice-president of the local organization.

* * * *

" Are you for Canada first?" asked Wendell Holmes, of "The Commercial

Series Of Talks For Book Lovers A Great Success

"It proved to be a wonderful success," was the reply made by G. N. Bolton, manager of the book department of the Robert Simpson Company, Toronto, Ont., on being questioned by the editor of Bookseller and Stationer regarding the series of talks by Canadian authors during Canadian Authors' Book Week. From Saturday, Nov. 19, to Saturday, Nov. 26, authors held down the platform in the Simpson auditorium for a period each day. Those who spoke here were Basil King, Miss Marshall Saunders, L. M. Montgomery (Mrs. MacDonald) W. A. Fraser, Miss J. G. Sime, Mrs. Nellie McClung and Douglas Durkin. Thousands of cards announcing the event were sent out to the "book lovers of Toronto."

Bookshop, "London, Ont., adding: "Then consider how and by whom your daily thought is directed. Make it worth while for the best and biggest Canadian authors to stay in this country. Co-operate with cash and credit."

* * * *

The Westmount, Que., library had on exhibition photographs of Canadian authors, also a case of books by Canadian authors. There was also a good collection of Canadiana in the library, all of which made a visit to this exhibition during Canadian Authors' Week worth while.

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The institution of a Canadian Book Week in the United States to convince the people across the line that many of the authors whom they claimed as their own were really native Canadians, was a suggestion made by Douglas Durkin, author of "The Lobstick Trail," in the course of his address before the Canadian Literature Club, of Toronto, at Sherbourne House Club. In lists of American poets he had noticed the names of Robert Service, Bliss Carman and even that of the late John McCrae, who wrote "In Flanders Fields."

* * * *

Special prices were offered by Diller's Book Shop, Edmonton, Alta., just "to help Canadians get acquainted with their own country and their own people."

* * * *

"If the two-week book campaign does nothing else it will surely start booksellers getting their stocks in good shape for the Christmas rush in December. I am sure it will do more than that; it will certainly sell more books to the advantage of booksellers and publishers alike." This is an excerpt from a letter from R. O. Smith, of the R. O. Smith Company, Orillia, Ont., to McClelland and Stewart. Mr. Smith's window dresser put in a splendid "Book Window" of prize-winning calibre.

* * *

"Be practical about it," urged the T. Eaton Company. "Give Canadian Books for Christmas." Titles of recent books and photographs of Canadian authors appeared in a nifty layout under the above admonition.

* * * *

Encouragement of a national literature, to further the development of a real Canadian spirit, was necessary, declared Mrs. Nellie McClung, author of "Purple Springs," at a luncheon tendered her by the Montreal branch of the Canadian Authors' Association, in co-operation with the board of management of the Montreal Women's Club. The luncheon, attended by over 100, was held in the grill room of the Ritz-Carlton Hotel. Mrs. T. de G. Stewart, president of the Montreal Women's Club, occupied the chair.

Thinks Every Dealer Should Be A Reader

"I appreciate Bookseller and Stationer very much and I think it a splendid publication," says C. G. MacLeod, of Sydney, Nova Scotia, adding: "I really believe that every stationer should be a regular reader. In each issue a man is sure to find a number of articles that will prove of great assistance to him in carrying on his business."

Hugh S. Eayrs, president of the Macmillan Company of Canada, addressed the Montreal Publicity Association on "The Marketing of Canadian Publications to the Canadian Public."

* * * *

W. T. Allen of the "Big 20 Book Store," Bowmanville, Ont., had a striking display of new books, among them being: "Purple Springs," "Rilla of Ingleside," "Little Miss Melody," "Jess of the Rebel Trail," "Red Meekins," "Spoilers of the Valley," "Barriers" and "To Him That Hath."

"It's immense," was the heading of the Canadian Book Week advertisement inserted by A. C. Turnbull, 51 King west, Hamilton, Ont., going on to say: "Do you realize that Canada can be well proud of the literary lights who have made her their own, either by birth or adoption? We Canadians owe a great deal to our Canadian writers; therefore to show our appreciation, buy a Canadian book. It is with pride we call your attention to the following Canadian authors and their books." Then followed a list of the latest.

(See also page 47)



As a drawing card for Arthur Heming's "Drama of our Great Forests" (S. B. Gundy), several Toronto booksellers have been displaying in their windows drawings like the above from illustrations sketched by the author himself. The T. Eaton Company had a striking display of Mr. Heming's book with half a dozen of these drawings.



Brief Reviews of Seasonable Books

AN ALL-CANADIAN ANNUAL

Contributions from Foremost Canadian And British Writers in Musson Masterpiece

A regular masterpiece in the way of a boy's book—suitable in every respect for a Christmas gift—is "The Trailmakers Boys' Annual" (Musson, $2.50.) Attractively presented with colored cover and fascinating illustrations, this annual is a work any bookseller can safely recommend as a gift for a boy. The articles, contributed by leading Canadian and British writers, cover every subject in which a boy might be interested. It is, in a word a book of adventure, inspiration, out-door instruction, national sports, these topics being dealt with by such able wielders of the pen as Arthur Mee, John Oxenham, Agnes Laut, Arthur Heming, Marshall Saunders, Frederick William Wallace, Lieut.-Col. W. G. Barker, V. C., D. S. O., M. C., etc., Douglas Durkin, Laddie Cassels, Hopkins Moorhouse, Robert Stead, Rev. H. A. Cody and others of continental renown. It is doubtful if there is a page in the entire book that will not hold a boy's attention. What is more, it is thoroughly Canadian in sentiment and theme, the stories and articles dealing with boy scout activities, Indians, the Y.M.C.A., woodsmashing, trapping, sea adventures, the mounted police, aeroplaning, sports, animals, handicraft, camping, science, patriotism, manliness and every-day opportunities.



R. S. MACBETH

Whose new history of the R. N. W. M. P. will appear shortly under the title of "Policing the Plains," (Hodder and Stoughton)

A BOOK OF REAL POETRY

"The Beggar's Vision," By Brookes More is a Literary Gem

Once every few years there comes a book of poetry that marks the entrance of a new poet to the charmed circle of those whose work is likely to have a permanent place in the literature of the race. To claim this place for a book is to take no mean risk but there is every reason to believe that "The Beggar's Vision," (Cornhill Publishing Company, $2.) by Brookes More is eligible for inclusion in this exclusive set. There are seven narratives in Mr. More's book, all making a kind of common source which takes diverse directions through the imagination. The poet has idealized the religious mood, rather, perhaps, idealized religion the deepest human need and made it manifest through the various conceptions of it among mankind. According to William Stanley Braithwaite, whose introduction, "The Mystic Seven." is a special feature, Mr. More has achieved a kind of poetic originality that is distinctive. The book is profusely illustrated.

POPULAR ENGLISH NOVEL

"Branded" is One of The Best Gerald Biss Has Yet Written

The most popular novel that Gerald Biss has yet written, "Branded," which has just been published by Stanley Paul and Company, is sure to meet with a ready sale. The reader's interest is caught right at the opening of the first chapter which pictures a scene in the famous "Old Bailey," where Helen Jerningham,—a very beautiful woman, young and fascinating—is on trial for having poisoned her husband. Intensely interesting is Mr. Biss's story of the celebrated Jerningham case and its aftermath. This story of a woman who paid penance for another woman's sin, has been filmed by the Gaumont Company, Ltd., and is now being shown in various parts of the British Isles, and also in Canada, France, United States of America, India and Spain. Messrs. Stanley Paul and Co. understand that the bookings have exceeded all expectations.

"WHISTLIN' DAN" AGAIN

Wherein A Man, A Horse and A Dog Follow A Trail of Adventure

Those who have seen Tom Mix playing the role of "Whistlin' Dan Barry" in moving pictures or who have read "The Night Horseman" or "The Untamed" will need no urging to get them into "The Seventh Man" (G. P. Putnam's Sons, $1.90), wherein Max Brand takes the reader along a tortuous trail of adventure with a red-blooded man, a horse, and a dog. In "The Untamed" Whistling Dan of the untamed soul made his debut with Satan, the mighty black stallion who was king o fthe range, and the wolf devil dog. In "The Night Horseman," sequel to "The Untamed," the fearless, silent, mysterious whistler again experienced desperate adventures, hair-breadth escapes and whirlwind triumphs. "The Seventh Man" is the third and last of the stories of this strange character. The novel is complete in itself and to new readers of Brand cannot fail to make its mark. Than "The Seventh Man"—thrilling story of the passing out of the seventh to give his life for Grey Molly—Max Brand has written no better novel. His account of the termination of the companionship of "Whistlin' Dan, Satan and Black Bart," is a narrative intensely interesting in its reality.



WADE TOOLE

Whose new book, "The Book of Live Stock," has just been published by Mussons.

DARING THEME DISCUSSED

Dana Burnet Handles Audacious Subject In Rather Clever Way

Following the signing of the armistice a spicy morsel was given to the public by a notice in the press of the arrival in America of a man who had married the girl whom his brother had betrayed. Considerable space was given to the story and for some time it was the tailk of the continent. It would almost appear that Dana Barnet has made this news item the foundation for "The Lark" (F. D. Goodchild, $2) a story that is almost as daring as it is unusual. "The Lark" is the story of the romantic career of a foundling named Theresa by Sisters of the Convent of El Monte but called "The Lark" because of her beautiful voice. Reared in the seclusion and ignorant innocence of the convent, she is rarely outside its walls, except on her periodical visits with Sister Inez to Don Esteban to exhibit progress. Betrayed on the eve of his departure for France by a ne'er-do-well brother, Don Esteban marries Teresa to give her the protection of the name he considers his brother has entitled her to, and a chance to live out and develop her life untrammelled by the world's knowledge or censure Mr. Burnet handles his rather audacious subject in a clever way, the theme of sex being developed with an artistry that differentiates the story from the casual contemporary romance. With Theresa away from the convent events follow swiftly, the unhappy wife of the loving Stephen speedily achieveing success in grand opera. Theresa, however, cannot lose the memory of the man she is sure she hates and when Howard returns from the war a situation is created which Mr. Burnet solves in a novel and unconventional manner.



CHARLES G. D. ROBERTS

Author of "Around the Camp Fire," which has just been issued in Musson's "Young Canada Series."

SUITABLE TO THE SEASON

"The Tree of Light" Tells How Christmas Came to Old England

Suitable to the season and, therefore, eligible for a prominent place in the category of gifts that might be suggested, is "The Tree of Light," (Thomas Y. Crowell Company, $1.35 net) by James A. B. Scherer. With its covering of green and gold and four excellent illustrations, "The Tree of Light" is certainly a present that would be worth having. Telling how Christmas came to early England, the author recalls that Caradoc, the hero and a British Prince, rescued a little child from human sacrifice. Caradoc later goes to Rome during the reign of Nero, meets Paul the Apostle, and is converted to Christianity. On returning to England he renounces the throne, converts the Druids and tells them the story of Christmas. Instead of the oak, the mistletoe and heathen rites, the first Christmas Tree is set up—the gleaming Tree of Light.

TOP-NOTCH MYSTERY TALE

Louis Joseph Vance Recites The Latest Adventure of The Lone Wolf

Michael Lanyard, better known perhaps as "The Lone Wolf," is to the fore in the world of fiction again—this time as the central figure of "Alias The Lone Wolf" (S. B. Gundy, $1.90.) A more exciting novel has never been written. In this book Mr. Vance is at his best; he is the story-teller par excellence and no bookseller need be afraid to mention "Alias the Lone Wolf" to customers looking for a book that "will make the flesh creep." Thieves of famous jewels have an engaging way of flitting over the world, a way that is hard on detectives in pursuit but a fine test of mettle, and most diverting to the reader. And it is because of this flitting habit that this story, centering about the de Montelais jewels, has for its scenes of action London, Paris and New York. The opening scene is in London when Michael Lanyard is dropped from the English Secret Service and given a certain length of time to leave the country, this being done to save him from the Bolshevik who have sworn to have his life. A trail of exciting adventures could not fail to follow in the wake of such an incident. The Lone Wolf fully lives up to the reputation Mr. Vance has made for him in his other stories. He does the unexpected with results that are most astounding. He becomes involved with a crew of international thieves, and after an adventurous course that leads to Paris and thence to New York, he finally secures possesison of the treasures for its fair owner. This is the fourth of the Lone Wolf stories, its predecessors being, in the chronological sequence, "The Lone Wolf," "The False Faces" and "Red Masquerade." Like the three that have gone before, "Alias the Lone Wolf" is entirely self-contained and independent of the others.



BEATRICE EMBREE

Author of "The Girls of Miss Cleveland's," which has just been published in Mussons' Young Canada series.

Cards That Will Arouse Interest of Gift-Seekers

Start the New Year Right! Send Greeting Cards to all Your Friends

* * *

How Many Friends did You Forget Last Christmas? Buy Your Cards Now

* * *

Keep up the Christmas Spirit Send Greeting Cards Somewhere at Home—Perhaps In the Attic You have an old Photograph of Father or Mother or, Maybe of Yourself When a Child—Reproductions Of these are Priceless Gifts For Christmas

* * *

For Christmas and the New Year! Do it Now!



ARTHUR HEMING

Who has contributed two articles to The Trail Makers Boys' Annual, (Mussons), the first all-Canadian Annual for boys.

THE "YOUNG CANADA SERIES"

Inspiring Books for Boys and Girls From Ten to Eighteen Years

"Around the Campfire" by Charles G. D. Roberts, "The Boy Tramps" by J. MacDonald Oxley, "The Wilderness Campers" by James C. Hodgins and "The Girls of Miss Cleveland's" by Beatrice Embree (Musson Book Co., $1.25 each) are books which many a Canadian youngster will receive this year from Old Santa. Booksellers need not be afraid to suggest any of these to customers in search of suitable books for growing girls and boys. Units of the "Young Canada Series," these stories are both refreshing and wholesome. The titles of the three books particularly suitable for boys are sufficient in themselves to indicate the nature of the narratives unfolded. With full knowledge of the life of the great outdoors Messrs. Roberts, Hodgins and Oxley have written of simple boyish adventures, escapades and pranks in a way that is intensely interesting and entertaining and Miss Embree performs a similar duty for girls. In "The Girls of Miss Cleveland's" she gives a glimpse of life in a girls' school that is typically Canadian. She writes in a breezy, conversational style without formality, sentimentality or gush so that the sale of this book need not be confined to girls. Grown-ups will also find here a story that will hold their interest and take them back to the glorious, care-free days of girlhood.

THRILLS IN THE SOUTH SEAS

Another Great Adventure Story By Will Levington Comfort

Only those who have read "Routledge Rides Alone," "Son of Power" and "Road of Living Men," know just how thrilling are the books that are written by Will Levington Comfort. "This Man's World" (S. B. Gundy, $1.90) is typically Comfortian. It is the story of a great adventure, a narration of thrilling incidents that make the reader's hair stand on end. "This Man's World" deals with the struggles of a clean souled white man in the South Seas to protect the natives against the cruelty and guile of white men. It is the story of Tom Steepe and Leona Austey. Tom is a boy brought up by a lonesome American soldier in the Phillippine jungles where he had isolated himself as a renagade. Following an unfortunate eposide Tom is warned of what might be termed official persecution and takes advantage of a tip given him by a friend. To the Island of Ambergris he goes and there the one-time



HOPKINS MOORHOUSE

Whose new novel, "The Gauntlet of Alceste," (Mussons) made its appearance during Canadian Authors' Week.

Chicago newsboy plays the man. So thoroughly does he teach the Islanders to laugh at danger—something that the East has forgotten and the West has just learned to do—that Tom Steepe is raised almost to the status of an idol, the worshipping Islanders going out of their way to touch the hand "that did these things which are big to them." This latest book of Mr. Comfort's is crowded with incidents of the kind that keep one reading until the very last word. There is a thrill in every chapter and there is scarcely a page that does not bristle with action.

WORLD'S STATESMEN SHOWN

J. C. Snaith Writes of A Mystery With International Entanglements

An unique interest for Canadians attaches to "The Council of Seven" (McClelland and Stewart, $2) inasmuch as the reader will readily recognize in the group of actors taking part in the action some of the outstanding figures of the English political world today. The Prime Minister of England who is presented in "The Council of Seven" is called "Slippery Sam" and his methods and personality are exceedingly entertaining. In "The Council of Seven" J. C. Snaith, author of "The Undefeated," "The Adventurous Lady," etc., presents the amazing story of the titanic struggle between a big newspaper syndicate, preaching war, and a mysterious group of men who work for peace but who resort to any poisonous means to attain it. John Endor is a rising young politician at whose side is Helen Sholto, whom he loves and who is a fine example of the modern women. Saul Hartz, the boss of the syndicate, is a colossus of egotism with a grip that threatens world domination. The Council of Seven itself is a colorful international group whose mysterious meetings and death-scattering acts bring to Endor a situation that rushes to a climax of breath-taking intensity. The story strongly reflects present day conditions and tendencies of thought. Sir Josiah Munt, remembered from "The Undefeated" bears a powerful hand in Endor's political fortunes. As in "The Sailor," and indeed, in every other bit of Snaith's work, there is subtle characterization, dramatic intensity and great art in the unfolding of the story.

Former Well-Known Toronto Society Lady Writes of Thrilling Experience in War

IT IS doubtful if a more interesting tale of the horrors of war has come out of the World Conflict than "Roumania in Light and Shadow" (The Ryerson Press' $5.00) by Ethel Greening Pantazzi, a former well-known Toronto society woman. Madame Pantazzi's splendid work in connection with the Canadian Nursing Mission for Roumania has placed her in a very interesting light before the Canadian people so that her book should be of much more than ordinary interest. As a matter of fact, the bookseller who is asked to suggest something particularly good as a Christmas present can make no mistake in recommending this notable work by a notable Canadian. Additional interest for Canadians is given by the fact that a splendid account is presented of the exploits of the intrepid Colonel "Klondyke" Boyle.

As a bride in 1909, Ethel Greening Pantazzi set out for Roumania from Toronto. What she describes as an "inveterate habit of scribbling" caused her to keep a diary from the time of her arrival in the far-off strange country, all through the momentous experiences that arrived a few years later. The habit she refers to thus slightingly is responsible for a rich gift to the world of letters, for, of the innumerable books that will be written about the decade from 1910 to 1920, there will be few more interesting than "Roumania in Light and Shadow."

"Since childhood," she writes in one passage, "I have always wanted adventures. I read not long ago (R. L. S.,





To the left is O. M. Skelton and to the right Sir Joseph Pope. Books by these well-known Canadians on Sir Wilfrid Laurier and Sir John A. MacDonald are now being published by S. B. Gundy, Toronto.

I think) that it is never wise to wish for anything too intensely—one might get the wish! I've had mine."

Roumania declared war on August 27, 1916. By midnight of that day Zeppelin bombs were dropping close to Mme. Pantazzi's home in Bucharest. For two years following similarly swift moving tragedy surged about the Pantazzi family and yet, stranger than fiction, that family circle came through unscathed. After two or three months of almost continuous aerial bombardment in Bucharest, Mme. Pantazzi moved to Jassy to escape the advancing Germans. By the following spring even Jassy became unhealhty and the Roumanian authorities, including the Pantazzi's, made another move, this time into Russia to Odessa. Here the refugees were just in time to hear the first reverberations of the Russian revolution then bursting in Petrograd and Moscow. The storm soon reached Odessa and the excesses of the subsequent civil war and anarchy furnished the most trying experiences of all. By a strange irony final and probably supreme tragedy was averted by the arrival at Odessa of the Germans and the last few months of the war were spent under German military rule.

Canadian's First Impressions

In the first part of this work Madame Pantazzi, wife of a distinguished Roumanian naval Commander, gives her first impressions, in 1909, of settling in her new Roumanian home, tells about wedding customs, about a court ball, Christmas and New Year traditions, peasants' houses, the Royal family, and about trips into many interesting spots in the country. The second part relates many thrilling experiences during the war.

Although even the Russian commander at Odessa, General Marx threw in his lot with the revolutionists as early as April, 1917, when there was notable but orderly demonstrations, it is not until August that the diary reveals apprehension of what the revolution means. By this time on the streets every day was a tag day for the revolution. Soon the tag days assumed a grimmer cast. By October "peasants were in the grave yards savagely digging up the bones of long deceased nobles and throwing them to hungry curs who were growling at the gates."

Planned Escape to America

By November there were soviets everywhere, street battles every night, and wholesale looting. By December plans for escape to America were abandoned. In January war between the bolshevists and Ukrainians was in full swing, with cannon parked in front of the Pantazzis' abode. There were frequent invasions of the home by bolshevists. From this point on the narrative reads more like a thrilling story than a bare account of actual happenings.



FREDERICK W. WALLACE

Popular Canadian writer of sea stories and author of "Blue Water," "The Viking Blood," (Mussons), etc.

REGULAR CHRISTMAS TALE

"Marjorie's House Party" Just the Thing For Kiddies Now

Filled with the Christmas spirit from opening chapter to finale, "Marjorie's House Party" (The Page Company, Boston, $1.65) by Alice E. Allen, is "just the thing" for youngsters at this time of year. As a matter of fact, "Marjorie's House Party" would be interesting at any season but in the days before Christmas it is doubly so. No bookseller need hesitate about suggesting this book when gifts for juveniles are being sought. The first chapter shows Marjorie and her two chums on a visit the day after Christmas to Marjorie's grandma. The snow falls in big flakes and, just as Marjorie says, it is "quite Christmasy." There is the big Christmas Tree at Grandma's, laden from top to bottom with gifts for all, and then follow in quick succession fancy dress carnivals, snowshoe parties, outdoor excursions of all kinds and, in a word fun galore. The juvenile characters so skillfully sketched by Miss Allen indulge in childish pranks and enjoy themselves to their hearts' content. And every juvenile reader will be sure to join with them in their sport. The book is attractively presented, too, a beautifully-colored picture of a sleighing party on the front cover, helping along the Yuletide effect.

ABOUT "ROADS GOING SOUTH"

Robert L. Duffus has written in an engaging manner of a youth's struggle to reach his niche in life in "Roads Going South" (The Macmillan Company, $2). There is no surfeit of pathos or sentimentality in "Roads Going South" but the flavor, the atmosphere and the saving humor that mark Robert Duffus among "first novelists" are there in abundance. The story opens with the entry into the world of young Joe, son of Dr. Josiah and Mrs. Chapin. From the boy's birth the steady blood of the Chapins and the more roaming temperament of the Snows were in conflict. It was an understood thing that the doctor expected his offspring to take up medicine and follow in his footsteps. The mother had other ideas. In her mind's eye she saw her son a great musician. And towards the end that she might have the say in shaping his career she kept young Joe from school until after he reached his ninth year. All the while she capably performed the duties of teacher. That she had builded well was made evident when she persuaded the doctor to allow the boy on whom he had set his hopes to go in for music. A piano took the place of the old organ in the parlor and in time Joe surprised even his father with his musical skill. Through high school and college and into New York Joe went, the reader being given plenty of opportunity to see how musical ambition, knowledge of human nature and love of woman came to a spirit that was essentially fine and true. But the youth seemed unable to find himself. High-salaried positions were offered him in other lines but these he refused, preferring to fight for the beauty and romance which he thought ought to have been brought to him on a silver platter, just as his forefathers fought for righteousness. The concluding chapter shows Joe Chapin shoveling coal into the furnace of a ship bound for foreign lands.

KIDDIES' WEEK A SUCCESS

Continued from page 37

centre of the display and around it were scores of books of every description.

Nearly a score of tables inside the store were filled with juvenile books of every description and on the tables given over to picture books for the babes and toddlers were teddy bears and other fascinating novelties.

Getting The Tots' Attention

In connection with the address at Massey Hall of Thornton Burgess some ten thousand cardboard rabbits were distributed among the children, each little bunny carrying the message:

"Hello little Toronto Boys and Girls! I'm all out of breath and I've a stitch in my side, I ran so hard from the Green Forest. Mummy Rabbit was going to put me to bed there for the winter but I just up and scampered off here to Massey Hall to see you all and hear Mr. Burgess speak.

"I'd love to tell you about my chums Reddy Fox, Unc' Billy Possum, Paddy Beaver and all the rest, but Mr. Burgess has written all about us. You can buy his stories in Simpson's Book Shop for Children. They have all sorts of nice books there for you to read. Oh, I 'most forgot to tell you Mopsy and Flopsy send their love.

"So long,

"Your little friend,
"PETER COTTON-TAIL

"P. S.—Do you like my picture! Address me,

"Care of The Robert SIMPSON Company Limited."

A SEQUEL TO "SMILES"

In 'Smiling Pass" Eliot H. Robinson Permits Return of Old Favorite

Those who are fortunate enough to have read "Smiles, A Rose of the Cumberlands," will look forward eagerly to Eliot H. Robinson's latest book, "Smiling Pass," (The Page Company, $1.90), a sequel to the earlier story of the little Cumberland mountain girl whose bright courage won for her the affectionate appellation of "Smiles." Those who have not read the first book should lose no time in making the acquaintance of this little lady. "Smiling Pass" shows that marriage is not by any means the end-all of romance, for here "Smiles" is again the centre of a new drama which is more virile, more stirring even than that of her childhood. Here the life threads of several strongly conflicting characters are closely interwoven with her own. In the story to which "Smiling Pass" is a sequel, the mountain child courageously fought her way out of the shadows which invest life in the southern highlands. In this latest book Rose, with her invalid husband, returns from France and goes into the hills where moonshine, feuds and murder go hand in hand. "Smiling Pass" is the name given by Rose to their new home in which she makes plans to help those who had never had the chance to help themselves. How the lovable Rose turns "Beaten Creek" into "Smiling Pass,' making the mountains a better place to live in, and the mountaineers better people to live in them, is a story of pluck and sacrifice that both fascinates and thrills.

THE ART OF SELLING

Inspiration and Practical Help In New Book By J. S. Knox

To the man or woman selling either ideas or merchandise "The Science and Art of Selling" by James Samuel Knox cannot but be an inspiration and a practical help. This excellent book on salesmanship by the author of "Science of Applied Salesmanship," "Successful Management," "Salesmanship and Business Efficiency" and "Personal Efficiency" is published by the Knox Business Book Company of Cleveland, Ohio, and in it teachers, writers and others who love to contemplate salesmanship as a science will find much fresh and interesting material. A practical salesman himself, with many years of experience in selling various commodties, J. S. Knox has successfully assembled and admirably marshalled for comprehensive presentation to those who would go forward ideas, facts and experience from all sources. The book deals with the laws that govern the human mind, showing that a knowledge of these is essential to advancement of any kind, either in business or in the professions. Mr. Knox writes not for one set or a particular class but for all, his idea being that "every person is selling something." The first part of "The Science and Art of Selling" defines the economic factors which enter into the cost of marketing goods while the second department is an analysis of the human mind and how to deal with and influence it. Instruction is given both by precept and example.

In a word, the book is the final product of more than twenty-five years of active experience in the field of salesmanship, sales management, sales instruction and sales business counsel. There is nothing theoretical about it, nothing that has not been tried. "The Science and Art of Salesmanship" is practical from start to finish, there being condensed into one volume the essence of a dozen books. Retailers and their assistants will find this book a big help to them in their work and, moreover, they can feel safe in recommending it to others anxious to find a place in the business world or looking to promotions or greater success.



DOUGLAS DURKIN

Whose new book, "The Lobstick Trail," has just been published in Canada by Mussons.



BASIL KING

Who delivered a score or more of addresses in Canada during Canadian Authors' Book Week. His new book, "The Empty Sack," has just been published by Mussons.

A NEW WIRELESS STORY

Tale of a Young Amateur Who Made Good as Fire Patrol

In suggesting a suitable Christmas gift for a boy the bookseller can be sure he will not go far wrong in mentioning "The Young Wireless Operator as a Fire Patrol" (W. A. Wilde Company, $1.75 net) by Lewis E. Theiss. Charley Russel's adventures are certain to send the blood coursing madly through the veins of the boy reader. For Mr. Theiss' book is a thrillingly interesting story of a real boy and the real things he did in the woods. Undoubtedly this is a really "worth while" book for boys, for behind a fine story of how amateur wireless knowledge was put to most useful service is a background of the manner in which great forests are patrolled and state and national supervision maintained against fire. In a splendid foreword Mr. Pinchot, recognized as one of the leading national foresters, shows the great need of protecting forests against the ravages of fires, and it has been his pleasure to supervise the writing of this story. It is a book which will appeal to every boy to whom has come an ever-increasing interest in wireless and what it can accomplish even though he be but an amateur. Any boy who enjoys the woods, to whom the brooks and even the trees seem to speak, will enjoy the nature pictures which the author loves to describe. In fact, anyone old or young will be amply repaid both in pleasure and profitable information for all the time devoted to its reading. It is attractively illustrated, and has a colored jacket well suited to the subject matter of the story.

IN THE HEART OF ALASKA

"The Frozen Barrier" Is a Story of Adventure on Coast of Behring Sea

Attractively bound, brightly and cleverly illustrated and written in a way certain to appeal to boys, "The Frozen Barrier" (G. P. Putnam's Sons, $1.75) is just the kind of book an adventure-loving youth would like Santa Claus to bring. In "The Frozen Barrier" Belmore Browne tells of the hazardous adventures of George Draper and Fred Morgan on their journey in which they packed straight into the heart of Alaska. There the boys met with perilous hair-breadth escapes, from grizzlies, from suddenly-erupting volcanoes, from being dashed to death when crossing an almost impassable glacier and for days having no other food than the eggs of wild birds—finally earning the gratitude of an entire tribe of Indians. Such a graphic and thrilling account of experiences in the great North-west as is given in this novel is rarely met with and there is no doubt but that boy readers will wish that they had been with George and Fred when they were exploring this wonderful land of the Aleute tribes.

Marlborough and the Rise of the Army of Britain

A book of more than average interest to Canadians has recently been published by G. P. Putnam's Sons (Price $4.50) in "Marlborough and the Rise of the British Army." In this record of the life and campaigns of the Duke of Marlborough the author, C. T. Atkinson, Fellow of Exeter College, Oxford; formerly Dean of Magdalen College, Oxford, and late captain in the O.U.O.T.C., places particular stress on the great soldier's military career, and not the least interesting part of the work is the description of the state which the development of the art of war had attained at the time of the first commission, and its further development under his masterly direction. The book is elaborately illustrated and contains a number of maps showing plans of engagements in which Marlborough took part. That Marlborough was not without his faults is clearly shown but the conclusion reached, after reviewing his career in detail, is that his place amongst great soldiers must always be in the forefront. In the history of the British Army he is given a place of peculiar importance, as the British Army, while it had hitherto won victories abroad as well as at home, was a thing of but little reputation or standing before the days of John Churchill. Under Marlborough the British cavalry, artillery and infantry became second to none in Europe. The best troops in Europe had gone down before them. "And the man who did more than any other to establish the military reputation of the British Army was Churchill himself" declares the author. He adds that "Marlborough was admittedly a great general and that, according to the standards of his time, he was in many respects a good man. In a word—"Marlborough's work in defeating the schemes of Louis XIV., in extending the British Empire, in making the British Army, may justify the reply to his critics that John, Duke of Marlborough, did at the same time render great service to his country." The author's main object has been to deal with Marlborough as a soldier, as the first man under whom the British Army won important victories and achieved great things on the European continent. Mr. Atkinson has, it is evident, given great study to the period about which he writes and his treatment of Marlborough and the British Army is scholarly but not so much so that it might prove more instructive than interesting to even a schoolboy. Certainly the book is an interesting study; booksellers should not hesitate to commend it to military enthusiasts, schools, libraries and all interested in this kind of matter.

Many People in Ottawa "Had No Idea There Were So Many Canadian Authors"

CANADIAN Authors' Book Week was a success in Ottawa. Its success was not measured by the sale of books by Canadian authors, for very few were disposed of during the week. The big, satisfying thing about it was that it established in the minds of the reading public (and there are a great many book-lovers in Ottawa) the fact that there are many good books which are the work of Canadian writers. It brought to light the fact that scores of really intelligent people were ignorant of the nationality of some of their favorite authors. The campaign in Ottawa is admirably summed up in the following editorial which appeared in a local paper:

Guidance for Future Purchases

"Canadian Authors' Book Week closes today. Noting the happenings of the past few days it cannot but be admitted that the celebration has had a beneficial result. Had the prime motive of the week been merely to sell Canadian-made books, it would have been unworthy of support. But many of the best-known Canadian authors and intellectual leaders have taken an active part in the events of the week and invariably they have emphasized the essential fact that to create a virile and distinctive literature the people of Canada must encourage their writers. One way to do that is to purchase books that will suit requirements from those written by Canadians. There are scores available. Many of those who visited the principal book stores this week must have been surprised at the astonishing number of Canadian authors. There were novels and poems and treatises and biographies and travel books. There were books enough and to spare to suit most of the normal needs of the book-buying public. It is to be hoped that they were bought. And now ordinary mortals have obtained a better knowledge of the writers of their own country. That knowledge will serve to guide them in making purchases in the future. It is in this way that Canadian Authors' Week will have proved worth while."

Hearty Endorsement for Canadian Week From the Maritimes to British Columbia

Pointing out that the works of Canadian authors would make ideal Christmas gifts, H. S. Lightfoot of Lightfoot's Book Store, Stratford, Ont., said: "This is the week set apart to read the works of our own writers. They deserve your support and encouragement. You should have one or more books on your shelves written by Canadians. This week we are showing specially books by Sir Gilbert Parker, Ralph Connor, Cody, Nellie McClung, Lucy Montgomery and other Canadians."

* * * *

"The government of the province of Quebec buys annually 50,000 books by Canadian authors from Canadian publishers for distribution among the school children of the province," said Emilien Daoust of a Montreal publishing house when interviewed in connection with the Canadian Book Week. "If the other provincial governments gave the same encouragement to Canadian authors, more than 200,000 Canadian books would find their way into the homes through the schools."

* * * *

The author of "Bull Dog Carney," W. A. Fraser, gave an interesting talk on Canadian literature and Canadian writers in the auditorium at the Robert Simpson Company, Toronto, when he criticized the practice of Canadian authors in writing stories of other countries, particularly of New York, rather than the splendid scenes of their own country. This did not apply to all of the authors in Canada, for many of them had written delightfully of pioneer life.

* * *

The Canadian authors claimed the attention of the Kiwanis Club, of Kingston, Ont., at the weekly luncheon in the Hotel Frontenac and they had a strong champion in the person of J. M. Gibbon, president of the Canadian Authors' Association, who in an admirable address presented the claims of Canadian literature to the members of the club in a way that won support. Upon a vote being taken on the question whether the Kiwanians would help stimulate interest in Canadian productions, by buying books written by Canadian authors during Canadian Authors' Week, the third week in November, everybody rose, showing that it was the unanimous wish to boost Canadian books and Canadian writers.

* * * *

At the meeting of the Women's Canadian Club in Toronto, Basil King, author of "The Empty Sack," was the speaker, taking as his subject the value of the writer to the community. The first Canadian Authors' Book Week, said Mr, King, marks the beginning of a new realization on the part of the Canadian people. The object of the week was not primarily to boom Canadian books; it was to rouse the consciousness of the Canadian public to the fact that it has an expression of its own.

Manufacturers of Leather Goods Making No Complaints About Present Business







THAT business is standing well up to the point reached last year is reported by manufacturers of leather goods who claim that in some cases business this year is even better. One firm, at least, has been working three nights a week to keep up to the promises of delivery.

Leather goods generally are now very close to pre-war prices as materials are pretty low, the present cost of labor—which is about twice what it was in 1914—being about the only condition at present tending to hold prices up. However, employees are said to be working a good deal better than at any time in the past three years and this condition is being reflected in present quotations.

One buyer returning from New York found that several manufacturers who had eliminated vanity boxes from their line had been forced to make up new numbers to take care of the demand. The demand for this style in Canada has also revived and in some instances telegraph orders for large quantities have been placed for rush delivery.

Avenue and Swagger bags continue to hold the lead in the favor of buyers and several new additional types of "Avenues" have just been produced, the latest being the "Junior Avenue Bag," a very smart style for the younger ladies. It is not as large as the ordinary "Avenue" or "Swagger" but is made with large gussets and in other ways is almost as roomy as its larger relatives without appearing so bulky.

A long flap front makes a convenient place for the mirror and adds to the stylish appearance. The "Junior Avenue" is made in Morocco and spider-grain leather to retail at from five to fifteen dollars each.

Shown above, through courtesy of Canadian Leather Products, are—reading from left to right—the "Swagger," "Junior Avenue" and "Avenue."

Gift Suggestions in Leather Goods

FOR LADIES	FOR MEN
Leather Purses	Bill Folds
Leather Bags	Wallets
Swagger Bags	Coin Purses
Beaded Bags	Leather Cases
Velvet Bags	Collar Bags
Silk Bags	Collar Boxes
Shopping Bags	Tie Cases
Vanity Boxes	Soft Collar Cases
Boston Bags	Kerchief Cases
Overnight Bags	Cigar Cases
Kerchief Cases	Cigarette Cases
Writing Cases	Razors
Music Cases	Flasks
Fitted Cases	Poker Sets
Toilet Sets	Brush Sets
Bridge Sets	Fitted Cases
Travel Slippers	Toilet Sets
Manicure Sets	Fountain Pens
French Ivory	Umbrellas
Umbrellas	Key Cases
Fountain Pens	Travel Slippers
Week-End Cases	Portfolios
Visiting Cases	Attache Cases

Office Equipment and Business Systems

NEW COMPANY FORMED

Luckett Loose Leaf, Limited, of Toronto, Ont., announces the sale of the business, as a whole, to a new company, which is to be known as Vawter-Luckett, Limited. The latter assumes all the assets and liabilities of the Luckett Loose Leaf, Limited.

Vawter-Luckett, Limited, will consist of Frank M. Vawter, who for 28 years has had active charge of the manufacturing plants of the Baker-Vawter Company of Benton Harbor, Michigan, and Holyoke, Mass., and James S. Luckett, founder and builder of Luckett Loose Leaf, Limited.

Mr. Vawter will give the new company his undivided time and will have entire charge of the manufacturing.

Mr. Luckett, who piloted the present organization through the trying war and anti-war years, will have charge of the selling organization.

The plans of the new company include a complete new catalogue, new manufacturing equipment, larger stocks and concentration on the details of manufacturing Loose Leaf in Canada.

OLD FIRM MOVES

Finding it necessary to seek larger premises, Gordon and Gotch (Canada) Ltd., have moved from 136 Bay street, Toronto, Ont., to No. 2, First Floor, 45 Richmond street east, Toronto.

THE "SUPERITE JUNIOR"

The Superite line of metal pencils has been supplemented by the addition of the Superite Junior Pencil, designed especially for the ladies. The Junior is said to be the tiniest metal pencil manufactured, still it embodies all the features of the larger Superites. The Junior meets the call for a small pencil, yet one that is said to be mechanically perfect. Canadian selling agents are A. P. Barrett and Company, Winnipeg, Man.

NEW BRANCH OPENED

The Imperial News Co., Ltd., have opened a branch at 615 Hastings S. W., Vancouver, B. C., for the supply of British periodicals. The British business has been growing to such an extent recently that it has been found necessary to keep stock at a branch which is easily accessible for customers in order that they may be immediately supplied with their requirements until supplies arrive from London. T. S. Sinnott, business manager of the Imperial News Co., Ltd., Winnipeg, was recently in Vancouver carrying out this business which will be a sub-branch to Winnipeg.

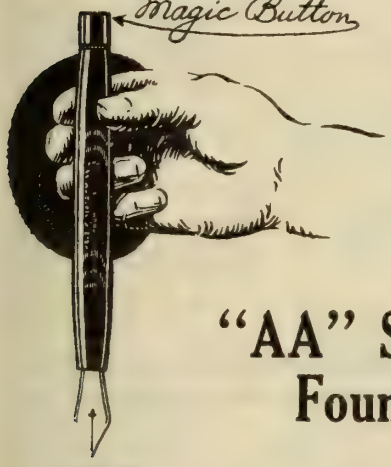
Weldon Roberts
rubber erasers

"Quality" stores—jealous of their reputation—have learned that they can rely absolutely upon our World's Quality Standard—88 Styles.

THEY SATISFY

Weldon Roberts Rubber Co. Newark, N. J. U.S.A.

The Pen with the Magic Button



The Leading Pen For Leading Dealers

For over twenty years, the "AA" Self-Filling Fountain Pen has been bought and used with satisfaction. It was the first successful self-filling fountain pen and has never been surpassed for satisfaction in service.

"AA" Self-Filling Fountain Pen



Your customers will buy "AA" Self-Filling Fountain Pens during the coming months if you will but bring these pens to their attention. The handsome designs, suitable sizes for all uses, simplicity of construction, and moderate prices impress customers at once.

Filled by a mere twist of the wrist

Write for holiday assortments, prices and illustrated literature—TODAY!

TRADE MARK
THE MARK OF THE INITIALS AA SUPERIORITY

Modern Pen Company
533 Canal Street - New York City

This No. 048—the Falcon — has the largest sale of any pen in the world, for it meets a host of needs, is easily held and writes so smoothly.





Make Your Customer's Pen Purchase Easy

The Esterbrook Display Case saves counter space, gives a maximum display of a wide assortment, ties up little in stock and lends aid to the customer's effort. Let him pick from the case, then sell by the box and speak of the pens by name and number.

Let your pen sales be well made—and for a purpose. Know what each of the twelve most popular pens in the world is built to do. And tell it to your customers. It will lead to other purchases, because—

Proper use of the shelves behind your pen counter will build sales in other lines. There are many ways to build up additional profits through your Esterbrook Department.

Our Dealers' Service is worth while. And it is yours if you'll but ask it.



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Brown Bros., Limited, Toronto, Canada

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Did you receive our
SPECIALTY CATALOGUE AND SPECIAL PRICE LISTS?

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The new catalogue of Specialties and Staples covers about 125 items in 650 patterns and sizes.

Reduced Prices Throughout

The appropriateness of a Wholesale Stationery house operating a Glass Works is self-evident.

Early this year we completed our own Glass Factory, located at Millville, New Jersey. Modern in every detail, it is equipped for high-quality products.

Send us your Orders or ask for Prices

ENVELOPES

Order your Envelopes from our Montreal or Toronto Offices. We make all kinds and sizes. Orders big and small given careful attention.

Commercial Envelopes, No. 6, 7, 8 and 8½

Official Envelopes

Catalog, Tongue, Eyelet, Tension, Counter and Cabinet Envelopes

In Manilla, Jute and Kraft. Open end. Sizes 4⅛x6¼ to 9½x15 carried in stock.

Write for our Price List

W. V. Dawson LIMITED

MONTREAL—93-103 St. Urbain Street
TORONTO—64 Wellington Street West

Prompt Service Assured



Quality in Playing Cards

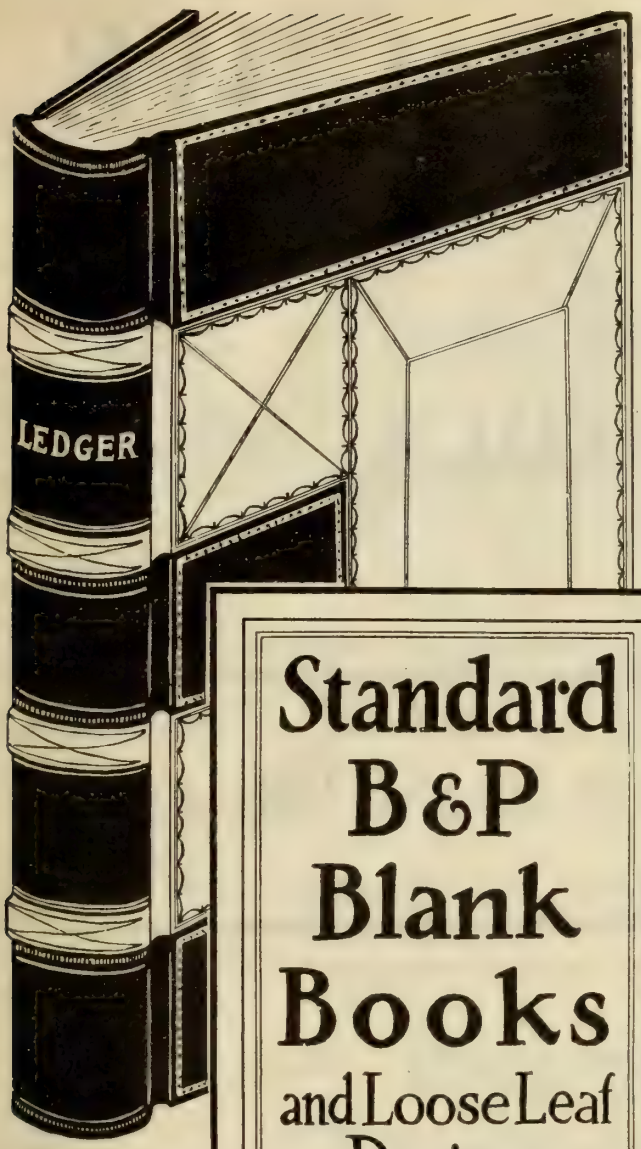
SUCCESS in the selling of playing cards is more dependent on your selection of quality than any other single factor. To develop a large volume of sales you must base your selection of cards, not on your anticipated sales to new customers, but on the repeat business you will get, following upon the customer's initial purchase. Therefore, you must choose those cards of the very highest quality.

Goodall's are recognized, by all who know anything about playing cards, to be without a rival. Quality is the one appeal in Goodall Cards. Therefore—if quality counts—choose Goodall's. In the long run you will have more people buying cards at your store, and (incidentally), you will make more money.

REPRESENTATIVE:

AUBREY O. HURST

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Standard B&P Blank Books

and Loose Leaf Devices

Modern facilities backed by 80 years of experience assure the quality of Standard B&P Products

SOLD ONLY THROUGH DEALERS

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NEW YORK

Standard B&P Blank Books and Loose-Leaf Devices

COUTTS GREETING CARDS MADE IN CANADA

To Our Friends The Stationery Trade in Canada

We cordially extend the season's greetings.

In doing so we would like to take this opportunity of expressing our very sincere appreciation for the splendid support given us during the past year.

We hope you will all have a most satisfying Christmas season and assure you that nothing will be left undone to cooperate and serve you in 1922.

William E. Coutts

263-267 Adelaide St. West

TORONTO

VALENTINE'S SERIES
POST FAMOUS THROUGHOUT THE WORLD CARDS

ATTRACTIVE PRICES

Christmas Cards
Christmas Post Cards
Tags
Enclosure Cards
Blocks

to replenish your XMAS STOCK

New Year Cards
New Year Post Cards
Games
Children's Picture Books
Checkers
Dominoes



Moving to new premises on December 31st, we wish to clear all holiday lines, and are prepared to fill orders at special discounts.

Write or telegraph your orders to

THE VALENTINE & SONS
UNITED PUBLISHING CO.,
Limited

Note change of address to 11 Duncan Street, Toronto

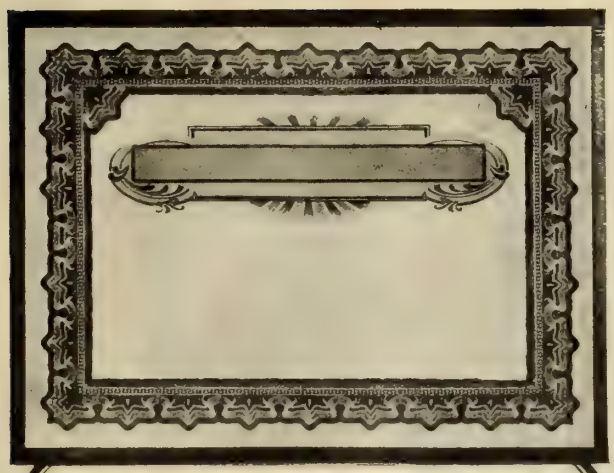
L. & C. HARDTMUTH'S
"KOH-I-NOOR"
PENCILS
and
"MEPHISTO"
INDELIBLE COPYING INK
PENCILS

Factories
CZECHO-SLOVAKIA

Established
1790

Canadian Distributing Agent:

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Go to Goes for

The Goes Bordered Blanks

An original and diversified assortment of 75 styles of appealing border designs, perfectly lithographed in a variety of colors and in a wide range of proportions and styles, some as large as 17 by 22 inches, others but 3¼ by 7 inches.

Having no wording whatever upon them, these styles differ materially from the large variety of the Goes Stock Certificates.

ALL Printers, regardless of their specialties, will find them attractive, and appropriate for ALL purposes that require refined, high-grade products.

Canadian Printers and Stationers are referred to
Grand and Toy Limited, Toronto,
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for further information regarding the Goes Blanks.

The Goes Printer's Helps

also include blanks for

Common-Law Certificates — *Bonds*
Stock Certificates — *Diplomas*
Interim Certificates — *and* — *Certificates of Award*

The Goes Art Advertising

Check-Book and Business Card Blotters
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Lithographed Calendar Pads

also

The Goes Artistic Greeting Cards

Entirely new Greeting Card and Blotter styles, designed especially for Good-Will Expressions, Christmas Greetings and Holiday Publicity, are now available.

When requested, we will send samples or descriptive matter of any or all the Goes Products.

Goes Lithographing Company

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RECOMMEND

CARTER'S
FOUNTAIN PEN INKS

because
the name

Carter

has been associated with the *best* in WRITING INKS for SIXTY YEARS



CARTER INX PRODUCTS

MADE IN CANADA

BY

The Carter's Ink Company

MOUNT ROYAL AVENUE AND
DROLET STREET

MONTREAL QUEBEC

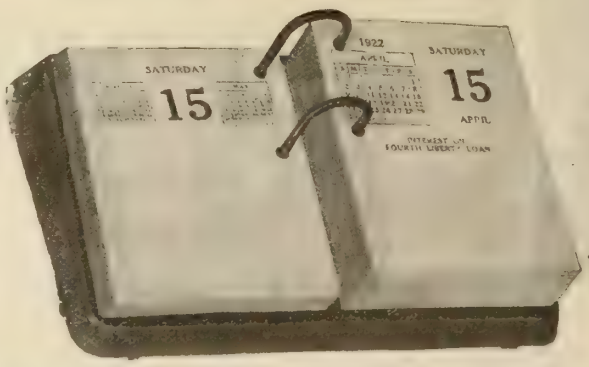
Defiance Improved Gem and Jumbo Gem

CALENDARS

Pads Printed on High Grade Bond Paper

Patent Applied For

No better Calendar Stand has ever been placed before the buying public.

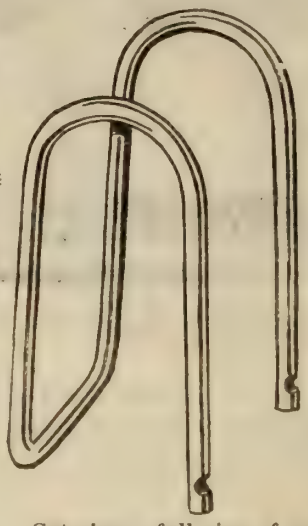


A Calendar Stand made on attractive lines. An ornament to any desk.

Gem Base	6¾ x 4½ inches
Bond Pad	3¾ x 3 inches
Jumbo Gem Base	9 x 7 inches
Bond Pad	3¾ x 6 inches

Bases finished in Black, Oxidized, Nickel Plate and Brass Plate
Made of Heavy Stamped Steel, with Feet also Solid Brass

Write for new complete catalogue.



Arch of steel spring wire which can be attached to the stand very readily.

Cut shows full size of new arch
No nuts to loosen or threads to wear
Just springs into place

Pads and Stands Ready for 1922.

Defiance Manufacturing Co., 384 Broadway, N. Y.



VICEROY

PENCIL AND INK ERASERS
ARE UNEXCELLED IN QUALITY

MADE IN CANADA

MANUFACTURED BY
THE CANADIAN I.T.S. RUBBER CO. LTD.
WEST TORONTO

ALSO MAKERS OF ARCHIVE, OXFORD AND
OTHER SPECIAL BRANDS OF ERASERS



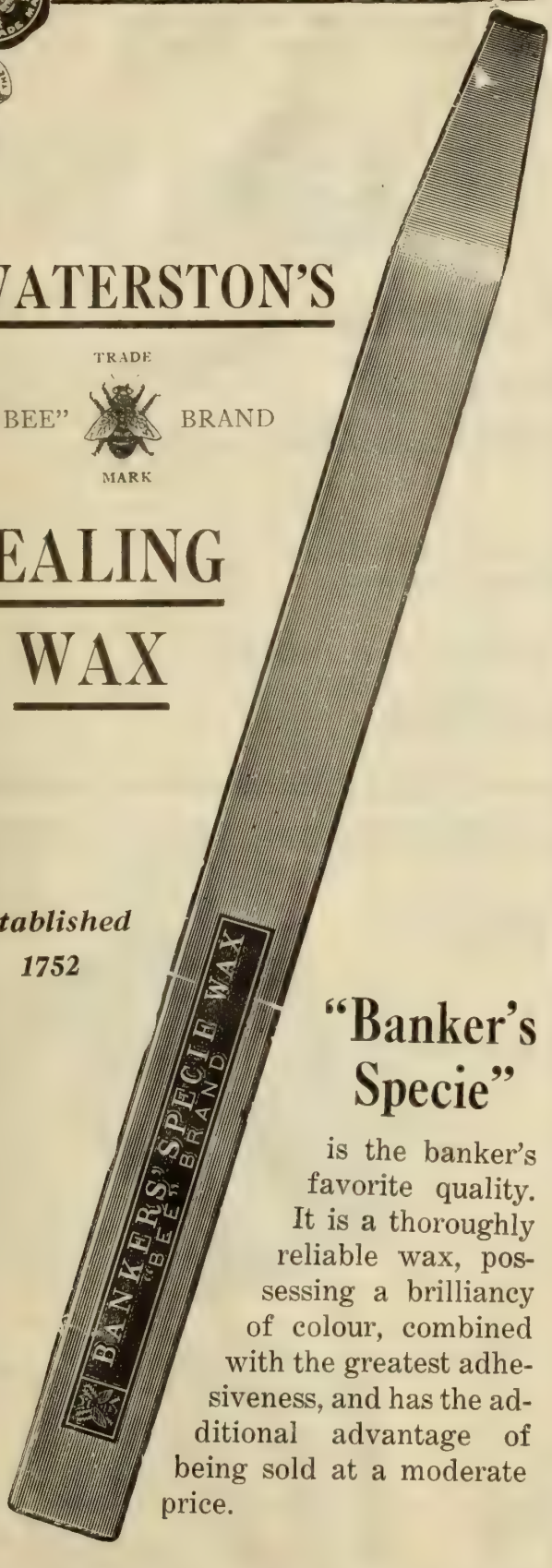
at the sign of the Bee

WATERSTON'S

TRADE "BEE" BRAND MARK

SEALING WAX

Established 1752



"Banker's Specie"

is the banker's favorite quality. It is a thoroughly reliable wax, possessing a brilliancy of colour, combined with the greatest adhesiveness, and has the additional advantage of being sold at a moderate price.

GEORGE WATERSTON & SONS LTD
8 St. Bride Street · Ludgate Circus · London · E.C.
AND AT WARRISTON ROAD · EDINBURGH

CRAYOLA

GOLD MEDAL CRAYONS · FOR EVERY USE

Toy Sets for a "Practical" Christmas

IT is more than worth while to keep your stock up on these attractive and practical gift sets. In spite of the heavy demand, most wholesalers are in position to supply promptly the items on which you are short. Don't miss sales by being "temporarily out of stock!" There are "Crayola" Toy Sets for every purse. Each set includes the high-grade "Crayola" Crayons. To them are added such special features as drawing books and instruments, water-color paints, sewing sets, etc. Each set is packed in a sturdy box, striking colors that catch young eyes and liven up your displays. Ask **your** wholesaler about them.

SUGGESTION

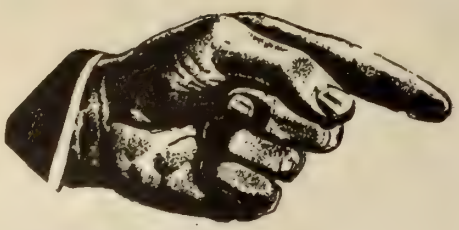
Sunday School, School and other group Christmas trees, need, *in quantity,* inexpensive gifts which *all* children appreciate. Nothing meets this requirement better than "Crayola" sets. A little effort will land you some very profitable orders of this kind in your community.

Our latest catalog, illustrated in colors, covers the entire Gold Medal line of crayons and chalks. It should be a part of every stationer's buying equipment. Have you your copy?

"Gold Medal Crayons for every use"

BINNEY & SMITH CO
81-83 Fulton Street, New York N.Y.





The Trade-Mark that signifies the most complete line of Loose Leaf and Bound Account Books in Canada.



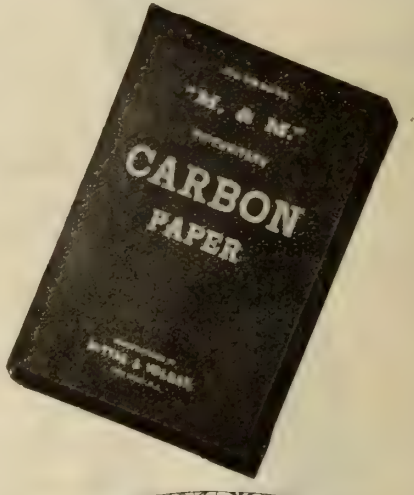
The well-known National Line is now made in our St. Johns factory by Canadian Workmen, for the Canadian Consumer.

Our product is sold only through the regular and legitimate stationer.

Dominion Blank Book Co., Limited

St. Johns, Que.

It's Your Turn Next To Offer "M&V" Ribbons & Carbons



Your showing of "M. & V." Typewriter Ribbons and Carbons might well be termed

A Profitable Exhibition

Big buyers of carbons and ribbons, you will find, always want

"M. & V." Brand

—they are Dependable and of Lasting Transferring Quality.

See that your next order reads in part:

"..... Mittag & Volger Brand."



MITTAG & VOLGER, Inc.

Principal Office & Factory: PARK RIDGE, N.J., U.S.A.

Agencies All Over the World



CLIPS

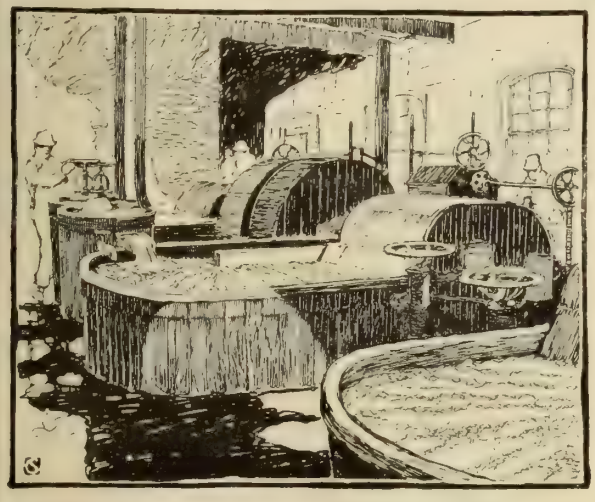
MADE - IN - CANADA

Sold only through the Jobber.

The next time you are sending an order to your wholesalers, ask them to send you samples and prices on Made-in-Canada Clips. Compare prices and—values. Then decide. We are sure your money will stay in Canada.

The Brown Wire Specialty Company

48 Market Street - Hamilton, Ontario



The mixture Circulating around in the "Beaters"
No. 5 of a Series

"From Rags to Writing Paper"

THE "BEATERS"—The rag pulp is put in the "Beaters" and the formula consisting of dyes, resin, size and other chemicals, with a large amount of water, is then added. The beating process thoroughly mixes these ingredients, reduces and refines the rag fibres.

Write for Brochure of manufacturing illustrations—"From Rags to Writing Paper"—sent on request.

The Rolland Paper Company, Limited

Makers since 1881 of Superfine Linen Record and other High Grade Papers

MONTREAL Mills at St. Jerome, P.Q. and Mont Rolland, P.Q.



CANE'S

"Made-in-Canada" Pencils

Send to us for samples of our various pencils and compare them with pencils of imported brands. Then send to your jobber for prices and compare with prices you have to pay on imported lines taking into consideration the unfavorable duty and exchange. Such a comparison will convince you that Cane's "Made-in-Canada" pencils can net you larger profits than any non-Canadian line. Test this out the next time you order pencils from your jobber.

Invest your good Canadian dollars in good Canadian pencils. Your money will then stay in Canada to keep Canadians busy and to boost Canadian industry.

The William Cane & Sons Company Limited

NEWMARKET, CANADA

Manufacturers of Lead Pencils in Canada Completely.

Stafford's Inks

Mucilages and Paste are Made in Canada

Catalogues mailed to the trade on request.

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The Dealer's Best Salesman

You will quickly turn your investment into profits when you display our **Improved Style L Cabinet.** They make quick sales for

Moore-Push Pins

Glass Heads - Steel Points

Moore Push-less Hangers

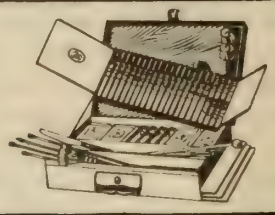
"The Hanger with the Twist"

Be the first in your neighborhood to get these extra sales. Write at once for full information.

Moore Push-Pin Co.

Wayne Junction, Philadelphia, Pa.

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We carry a complete line of Artists Materials
Agents for Winsor & Newton, London, Eng.
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Fine Inks *and* Adhesives

FOR THOSE WHO *KNOW*



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Engrossing Ink
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Photo Mounter Paste
Drawing Board Paste
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Are the finest and best Inks and Adhesives

These manufactures have a unique standing among discriminating consumers, the ready-money kind who *know* what they want and are willing to pay for it. They are worth catering to.

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HAND Made Imported Stationery in white and colors with Tissue lined envelopes in quire boxes and in 3 and 5 quire Gift Boxes.

Japanese Paper Tape in patterns and colors for tying gift packages.

Japanese Papers in figured designs and colors for wrapping fancy packages.

Japanese, French and Italian papers in patterns and colors, for Lamp and Candle Shades.

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THE

"ROB ROY"

Made from fine steel and made in one of Birmingham's best equipped factories, this dandy writing pen will prove a mighty fine seller for every live dealer.



Be sure to see samples before you order your new stock. You'll find our prices are right.

Hinks, Wells & Co., Birmingham, Eng.



The INDEX

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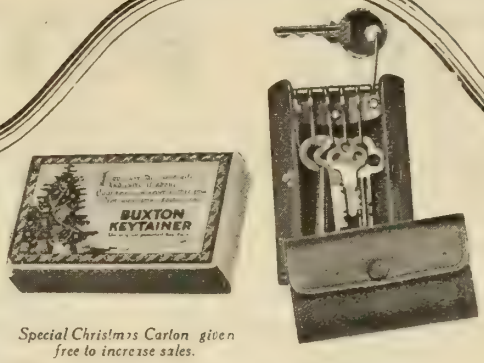
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more convenient

FOR SALE BY ALL JOBBERS

MANUFACTURED BY

CROWNOLO MANUFACTURING CO.
12 WEST 17th STREET, NEW YORK



Special Christmas Carton given free to increase sales.

Coming and Going

IN your window, it brings 'em in. Result—sale. On your counter, it stops 'em going out. Result—sale. It gets 'em coming and going. That's why dealers order and reorder the BUXTON KEYTAINER. That's why big retailers give it prominent display. It pays! The KEYTAINER is a small leather case holding keys so that they cannot bunch or wear pockets. Retails from 40c to $5.00; 4, 6, or 8 key-hooks. Each KEYTAINER wrapped in tissue, enclosed in individual carton, and packed in display case.

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Western Canada Agents
ROWLAND & CAMPBELL LTD., Winnipeg.

Eastern Canada Agents
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The original patented Key-Kase

School Bags



Made in Canada
By Canadian Workmen
For Canadian Children

Catalogue Upon Request

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CLIPS CUTTING COSTS



This is a low priced appliance made to cut and trim—quickly and neatly—office forms, factory forms, advertising lay-outs, price cards, display cards, photographs, asbestos, tin, thin leather, insulation, rubber fabrics, etc., etc.

The Boston Cutter is of service in the private office, the general office, the accounting, billing, advertising and filing departments, the photo shop, the school room, and numerous other places where it will do the work of a dozen pairs of shears quicker, easier—accurately.

The Boston Cutter

Is made in sizes ranging from 12 inches to 36 inches. The frame is of cast iron. Shafts, studs, and gages are of steel. Balanced handle, mahogany table, draw cut. Knives of best tempered tool steel. Write for Booklets B. and S. We make large variety of power and lever Cutters, Golding Jobbers, Pearl Presses, Official Presses, etc.

Golding Manufacturing Co.

Franklin, Mass., U.S.A.

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lication and the 19th year of publ largest Toy Magazine in the World. The editorial pages give all the news of the Industry and there are 300 to 500 Business Announcements in every issue.

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Dfiance Mfg. Co., New York.
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Keep these books in sight. They are steady sellers because 90 out of every 100 who pass your store are prospective customers.

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Four Books to Women:—
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$1.35 Each.

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Joseph Dixon Crucible Co., Jersey City, N. Y.
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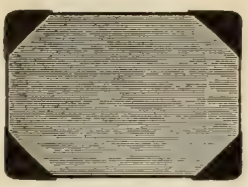
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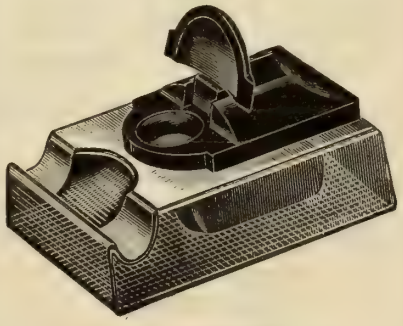
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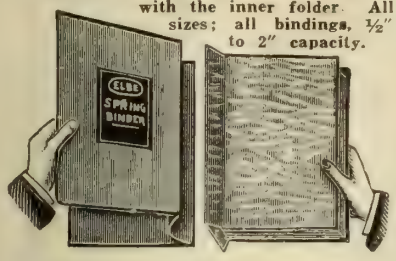
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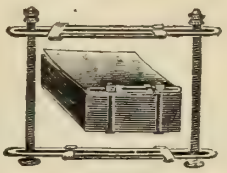
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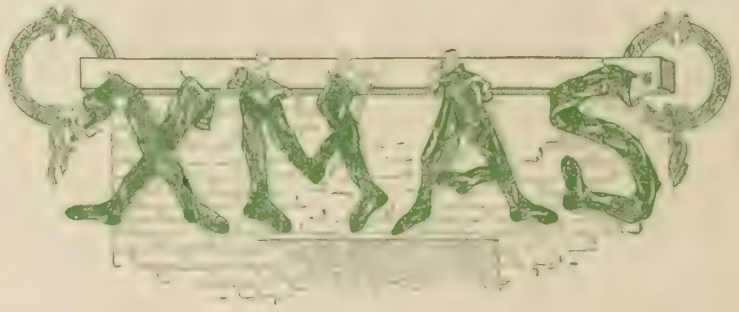
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